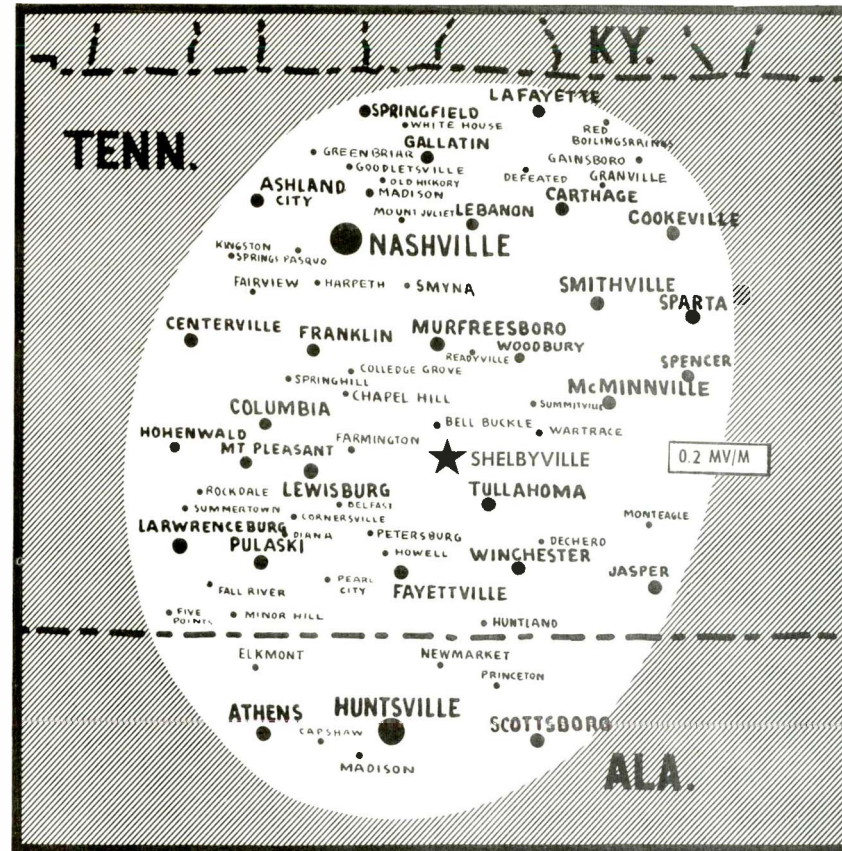


The Arthur Wilkerson Stations

Serving and Selling Over A Million People in Seven States

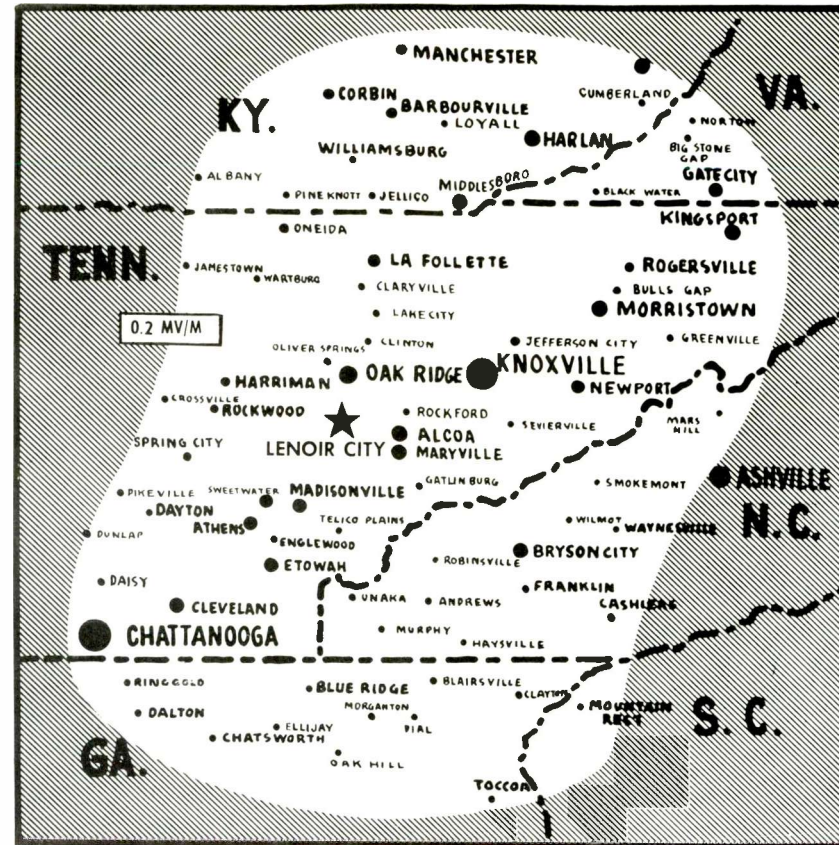
WLIJ

SHELBYVILLE, TENNESSEE



The Sunshine Station for the Walking Horse Capital of the Nation.

MARKET DATA:	Within 0.2 MV/M
Total Population	1,134,500
Total Households	311,960
Total Radio Homes	285,000
Spendable Income	\$ 1,531,526,000
RETAIL SALES:	
Food Sales	\$ 279,244,000
Drug Sales	\$ 36,108,000
General Merchandise	\$ 136,758,000
Apparel Stores	\$ 59,016,000
Home Furnishings	\$ 52,230,000
Automotive Sales	\$ 207,593,000
Filling Stations	\$ 103,973,000
TOTAL RETAIL SALES	\$ 979,247,000
FARM DATA:	
Total Population	196,700
Farm Gross Income	\$ 232,614,000
SOURCE: SRDS Consumer Market Data; May 1962	



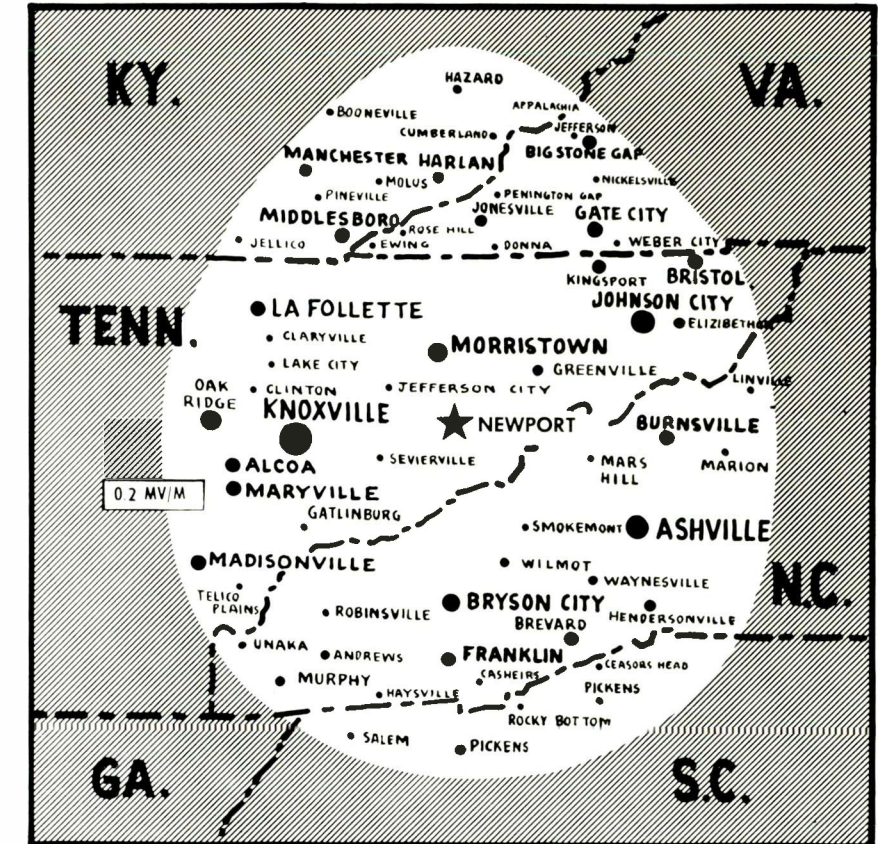
WLIL

LENOIR CITY, TENNESSEE

MARKET DATA:	Within 0.2 MV/M
Total Population	2,003,800
Total Households	546,600
Total Radio Homes	480,190
Spendable Income	\$ 2,618,699,000
RETAIL SALES:	
Food Sales	\$ 495,837,000
Drug Sales	\$ 76,875,000
General Merchandise	\$ 240,931,000
Apparel Stores	\$ 86,377,000
Home Furnishings	\$ 88,911,000
Automotive Sales	\$ 334,633,000
Filling Stations	\$ 178,804,000
TOTAL RETAIL SALES	\$ 1,754,985,000
FARM DATA:	
Total Population	295,000
Farm Gross Income	\$ 253,391,000
SOURCE: SRDS Consumer Market Data; May 1962	

WLIK

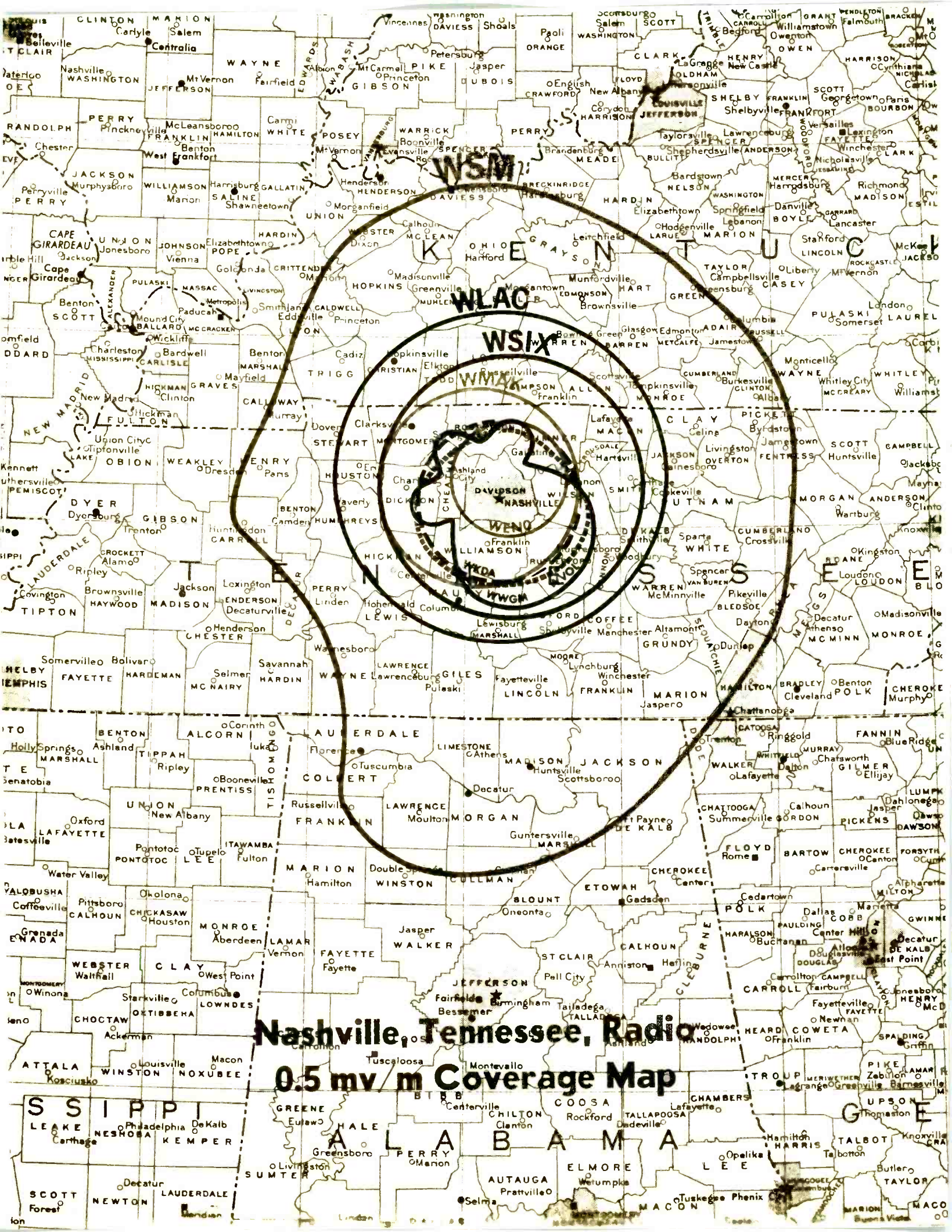
NEWPORT, TENNESSEE



Newport and Cocke County's only daily advertising medium.

MARKET DATA:	Within 0.2 MV/M
Total Population	1,997,900
Total Households	544,160
Total Radio Homes	459,680
Spendable Income	\$ 2,770,035,000
RETAIL SALES:	
Food Sales	\$ 441,997,000
Drug Sales	\$ 59,797,000
General Merchandise	\$ 239,376,000
Apparel Stores	\$ 81,040,000
Home Furnishings	\$ 82,297,000
Automotive Sales	\$ 292,243,000
Filling Stations	\$ 170,807,000
TOTAL RETAIL SALES	\$ 1,597,301,000
FARM DATA:	
Total Population	319,000
Farm Gross Income	\$ 258,527,000
SOURCE: SRDS Consumer Market Data; May 1962	

★ ★ ★ Each Station Mobile Equipped--Including a Mobile Studio for Complete Remote Programming ★ ★ ★



Nashville, Tennessee, Radio 0.5 mv/m Coverage Map

WWSM

WLAO

WSIX

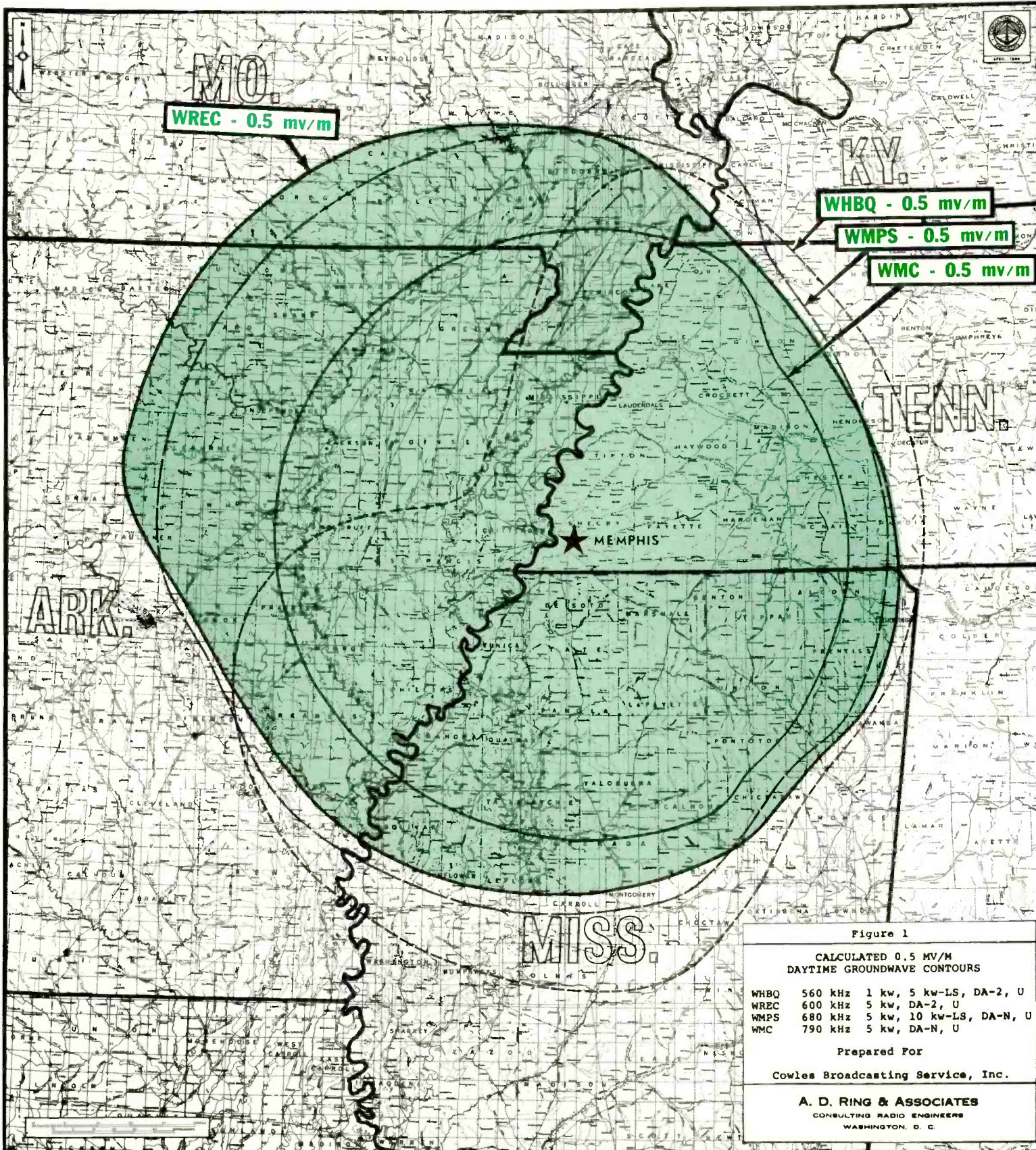
WMAK

WEND

WYDA

WVGA

0.5 mv/m Coverage Map



WREC - 0.5 mv/m

WHBQ - 0.5 mv/m

WMPS - 0.5 mv/m

WMC - 0.5 mv/m

Figure 1

**CALCULATED 0.5 MV/M
DAYTIME GROUNDWAVE CONTOURS**

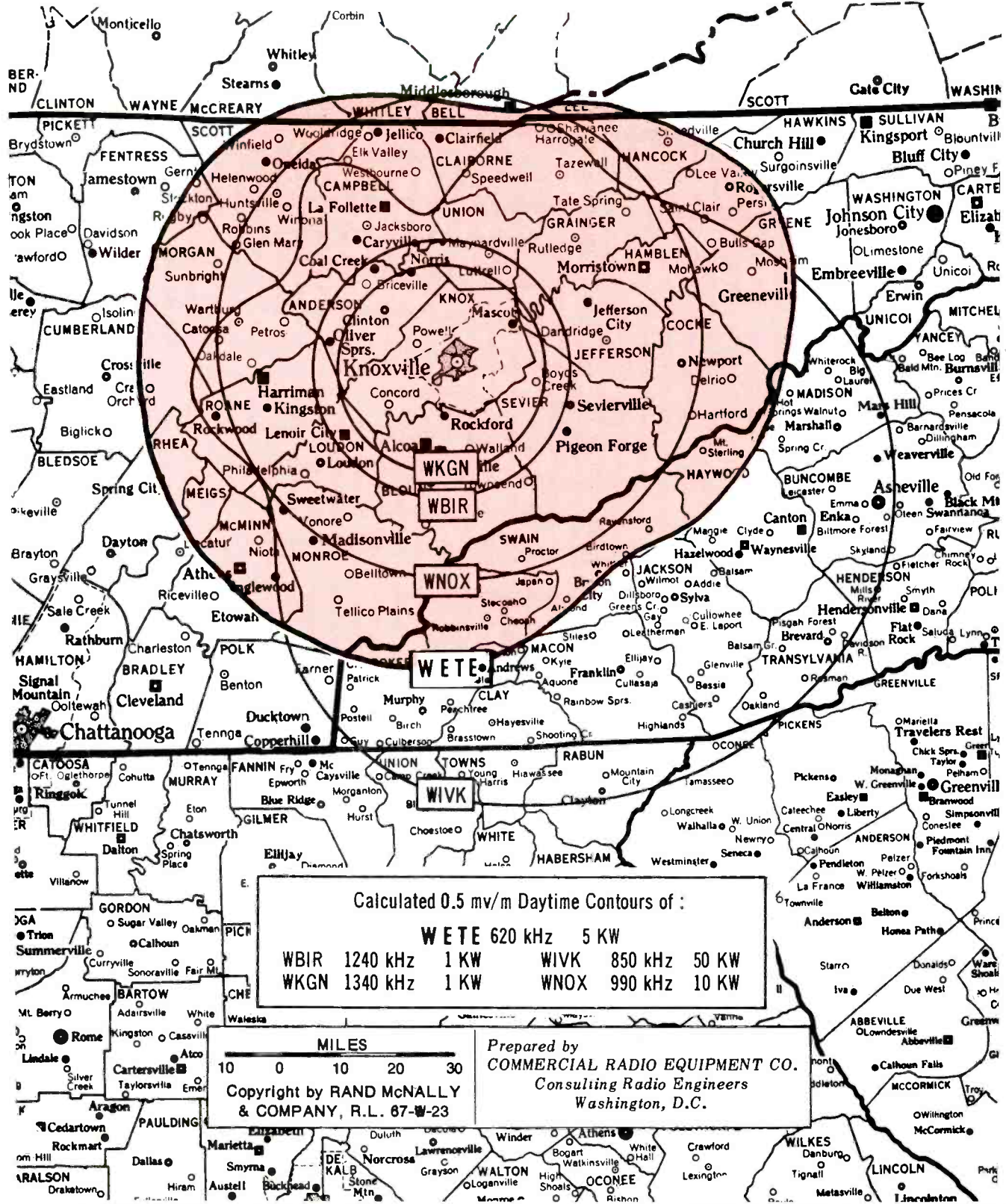
WHBQ	560 kHz	1 kw, 5 kw-LS, DA-2, U
WREC	600 kHz	5 kw, DA-2, U
WMPS	680 kHz	5 kw, 10 kw-LS, DA-N, U
WMC	790 kHz	5 kw, DA-N, U

Prepared For
Cowles Broadcasting Service, Inc.

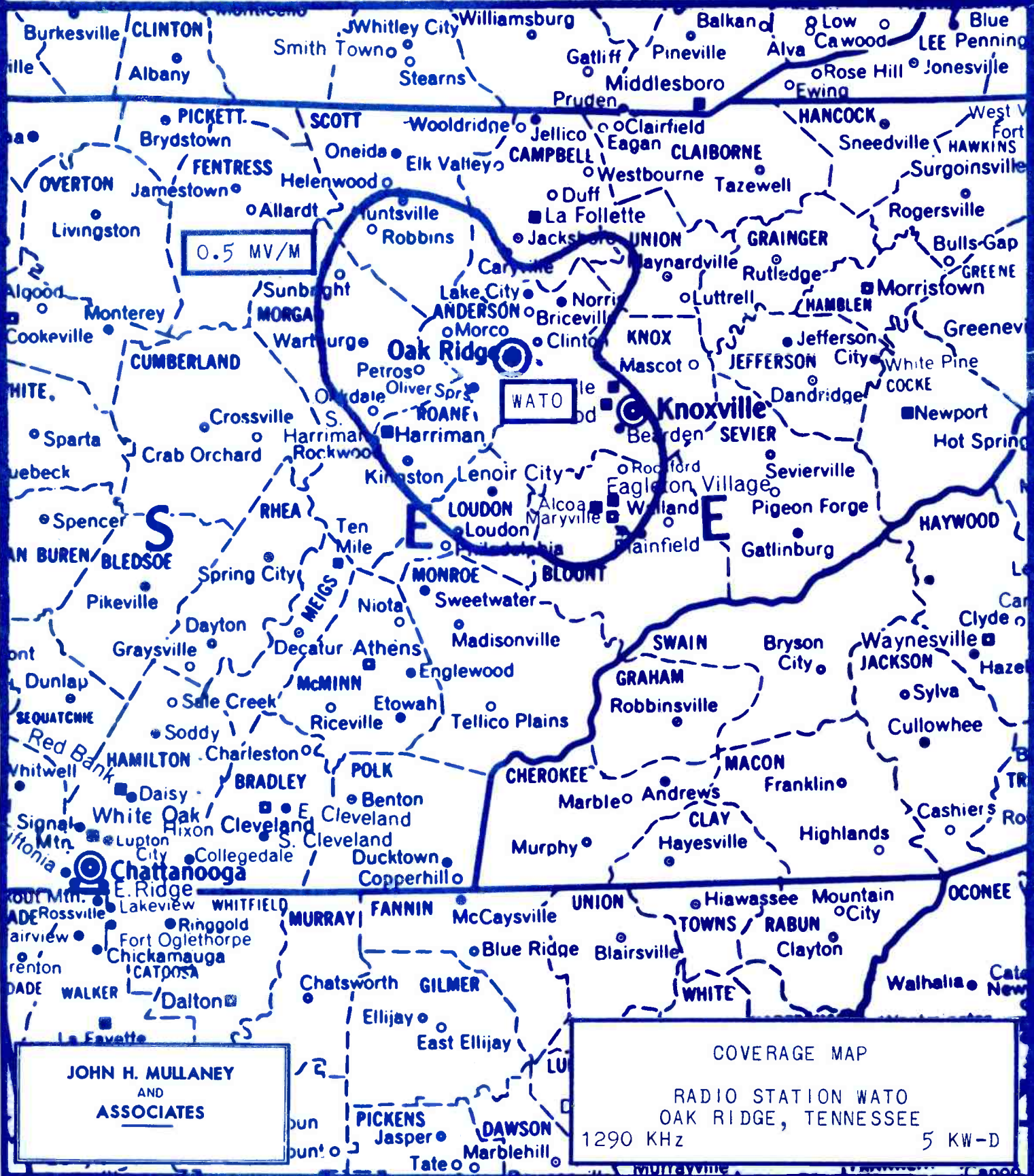
A. D. RING & ASSOCIATES
CONSULTING RADIO ENGINEERS
WASHINGTON, D. C.



*Service Six Radio
 Serving Eastern Tennessee*

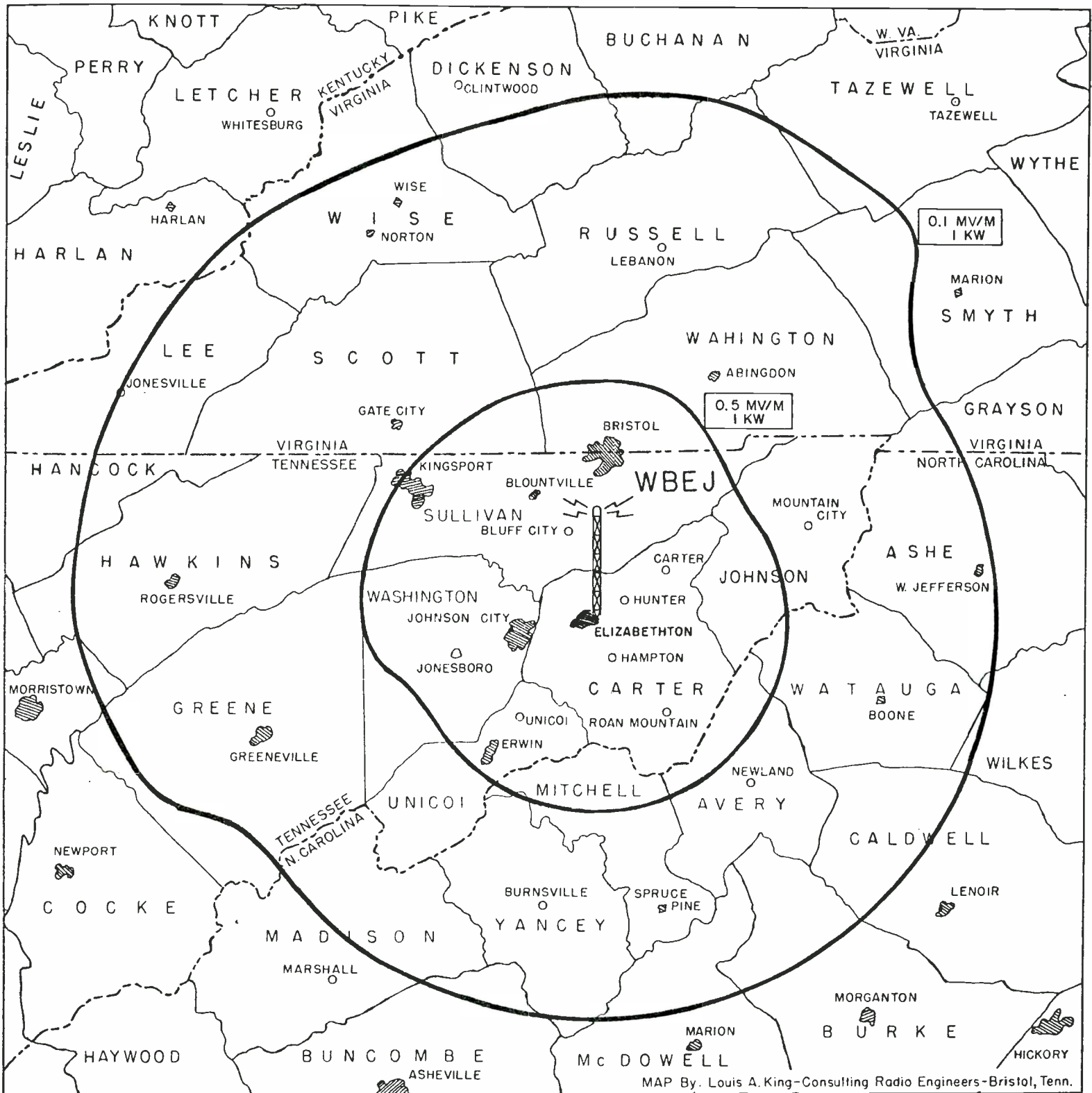


25 0 25 50 75 100 MILES

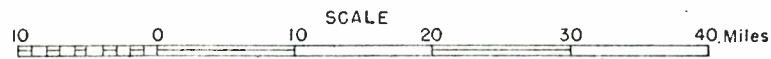


JOHN H. MULLANEY
AND
ASSOCIATES

COVERAGE MAP
RADIO STATION WATO
OAK RIDGE, TENNESSEE
1290 KHz 5 KW-D



MAP By: Louis A. King-Consulting Radio Engineers-Bristol, Tenn.



WBEJ

ELIZABETHTON'S FULL TIME STATION SINCE 1946

1240 KC

.25 KW-N, 1 KW-D

P.O. Box 829

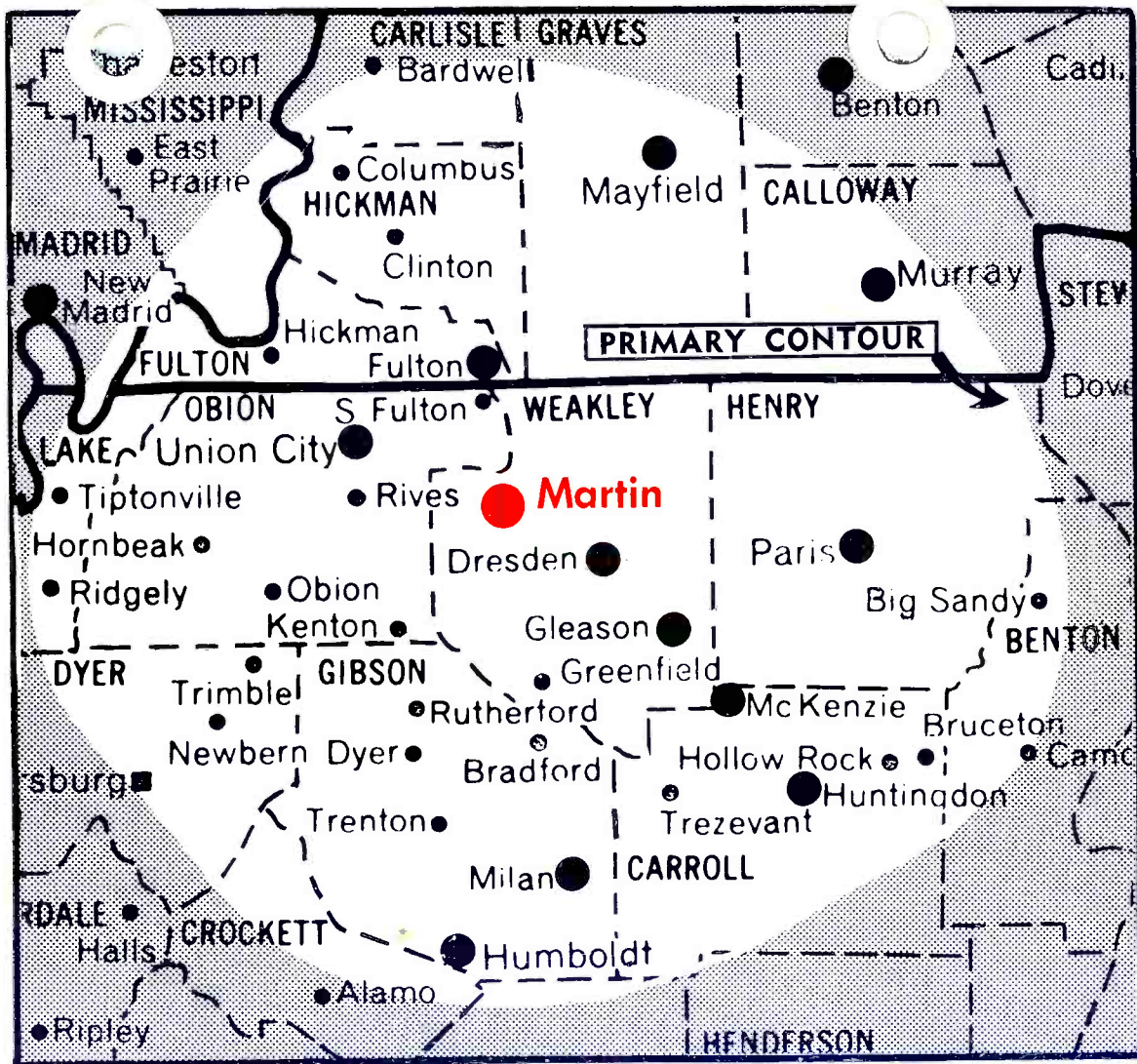
Phone 542-2184

POPULATION

.5 MV/M = 138,156
.1 MV/M = 591,309

Elizabethton, Tennessee

Mack Morris, Station Manager



Weakley County, Martin, Tenn.

WCMT

SERVING AGRICULTURE AND INDUSTRY-RICH
WEST TENNESSEE WITH PROGRAMS PLAN-
NED TO PLEASE.

WCMT

MARTIN, TENNESSEE

1000 WATTS ON 1410 KC

HOME OF THE
UNIVERSITY OF TENNESSEE
(MARTIN BRANCH)

MARKET DATA:

	Within Primary Coverage
Total Population	265,000
Total Households	78,460
Total AM Radio Homes	76,900
Total Passenger Cars	78,955
Spendable Income	\$302,566,000

RETAIL DATA:

Food Sales	\$ 52,177,000
Drug Sales	\$ 6,751,000
General Merchandise	\$ 14,861,000
Apparel Stores	\$ 11,126,000
Home Furnishings	\$ 9,498,000
Automotive Sales	\$ 43,373,000
Filling Stations	\$ 18,396,000
TOTAL RETAIL SALES	\$196,098,000
TOTAL WHOLESALE SALES	\$ 97,045,000

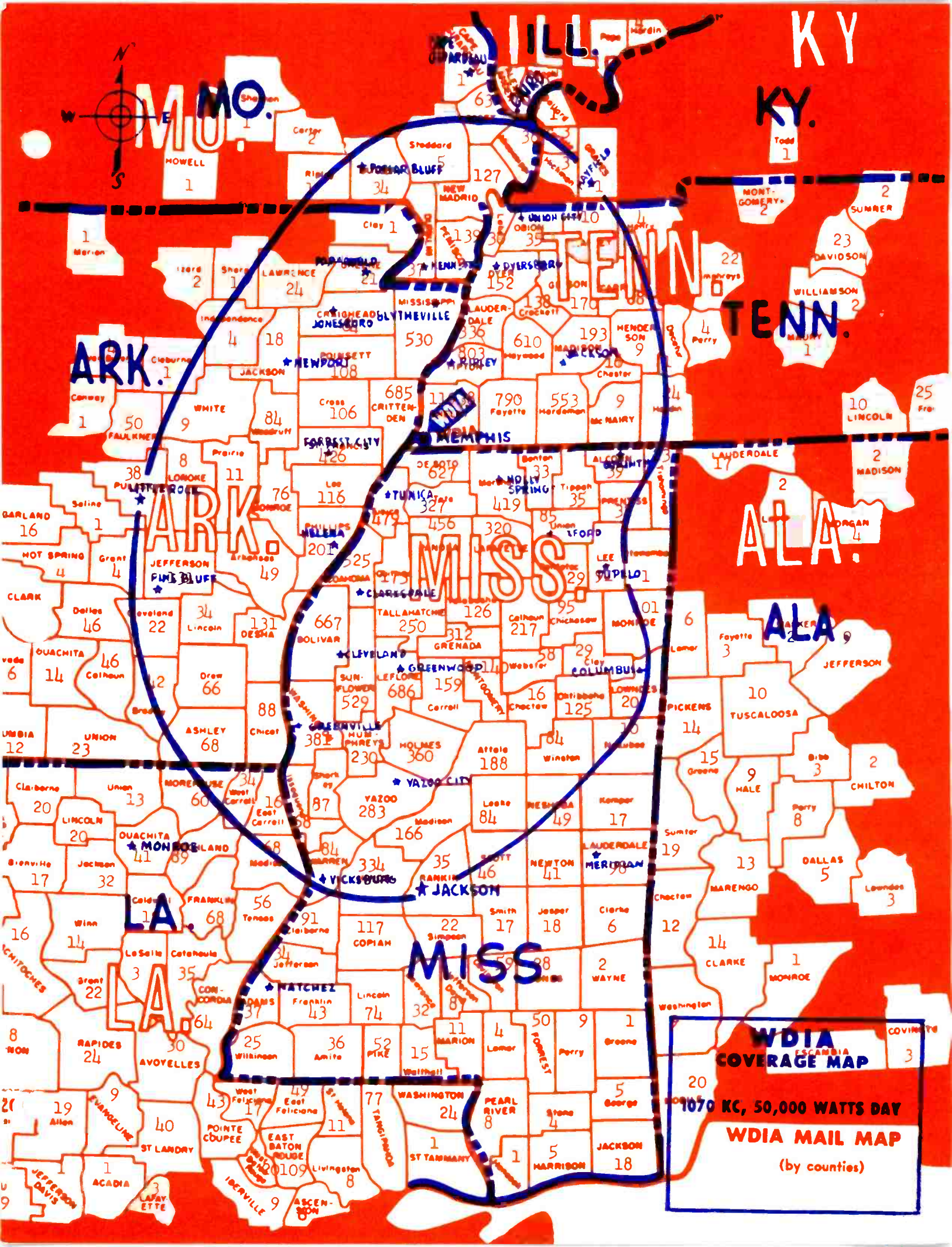
FARM DATA:

Farm Population	104,300
Farm Households	26,350
Farm Radio Homes	26,110
Farm Gross Income	\$97,408,000

SOURCE: SRDS Consumer Market Data; Sales Management; U. S. Department of Commerce; U. S. Department of Agriculture; RETMA.

WEAKLEY COUNTY'S ONLY RADIO OUTLET

Telephone 460



WDIA
COVERAGE MAP
 1070 KC, 50,000 WATTS DAY
WDIA MAIL MAP
 (by counties)

THE MEMPHIS NEGRO MARKET IS GROWING AT NEARLY 5 TIMES THE RATE OF ITS WHITE COUNTERPART.

So says a Special Memphis Census of March 27, 1967, taken for the city by The Bureau of the Census.

The enumeration was taken under the same rules which govern the Federal Decennial Census.

It shows that, compared to the Federal Census of 1960, Memphis' population has grown by:

Total	—	7.9%
White	—	3.4%
Non-White	—	15.3%

COLOR AND SEX	MARCH 27, 1967	APRIL 1, 1960	INCREASE, APRIL 1, 1960 to MARCH 27, 1967	
			NUMBER	PERCENT
Total	536,585	497,524	39,061	7.9
Male	252,366	234,352	18,014	7.7
Female	284,219	263,172	21,047	8.0
White	323,548	312,799	10,749	3.4
Male	153,535	147,856	5,679	3.8
Female	170,013	164,943	5,070	3.1
Nonwhite	213,037	184,725	28,312	15.3
Male	98,831	86,496	12,335	14.3
Female	114,206	98,229	15,977	16.3



WDKN

Tennessee's Friendly Neighbor Station

DICKSON, TENNESSEE

- ★ A Green Pastures Award Station.
- ★ Complete Remote Facilities including Mobile Broadcast Wagon.
- ★ Serving a Growing Industrial, Agricultural and Business Empire in North Central Tennessee.
- ★ WDKN Offers Balanced Programming of Varied Music; Local, State and National News; Sports and Farm Events.

Dickson County Broadcasting Company, Inc.
 Bill Potts, General Manager
 P.O. Box 71 Phone Hickory 6-2852
 DICKSON, TENNESSEE

MARKET DATA:	Within 0.5 MV/M Coverage	Within 0.2 MV/M Coverage
Total Population	51,300	204,800
Total Households	14,180	54,850
Total AM Radio Homes	13,790	53,690
Total Passenger Cars	14,175	54,240
Spendable Income	\$ 48,783,000	231,127,000
RETAIL SALES:		
Food Sales	\$ 9,027,000	43,660,000
Drug Sales	\$ 1,080,000	4,270,000
General Merchandise Sales	\$ 4,040,000	13,321,000
Apparel Store Sales	\$ 1,210,000	8,821,000
Home Furnishing Sales	\$ 1,611,000	8,166,000
Automotive Sales	\$ 6,341,000	39,933,000
Filling Stations	\$ 2,997,000	15,610,000
TOTAL RETAIL SALES	\$ 33,571,000	165,719,000
TOTAL WHOLESALE SALES	\$ 19,560,000	97,850,000
FARM DATA:		
Total Farm Population	25,300	80,060
Total Farm Households	6,200	23,670
Total Farm Radio Homes	6,090	22,900
Gross Farm Income	\$ 12,363,000	62,875,000

WDKN

1000 WATTS
Dickson, Tennessee
1260 On the Dial

SOURCE: Sales Management Survey of Buying Power; SRDS Consumer Markets; U. S. Department of Commerce; RETMA.

Copyrighted by Wilmarkay Research Company

WFLI

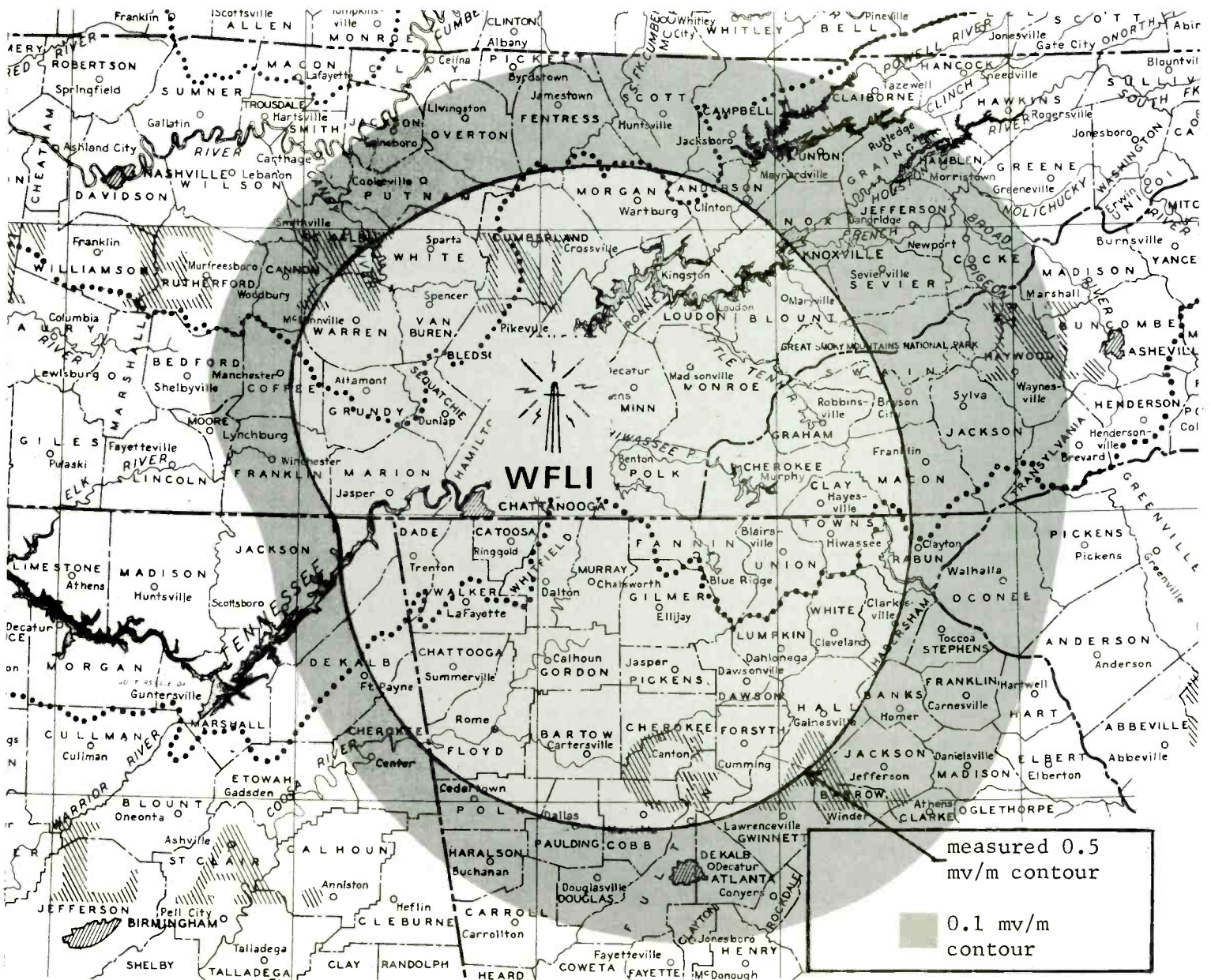
50,000 WATTS - 1070 KC

serving greater chattanooga from lookout mountain, tenn.

MAIL ADDRESS: O'GRADY DRIVE, CHATTANOOGA, TENN. 37419 • PHONE: 821-3555

FACILITIES: 24 HOURS PER DAY • 50,000 WATTS DAYS • 1,000 WATTS NIGHT 1070 KC

REPRESENTED NATIONALLY • EDWARD PETRY CO.



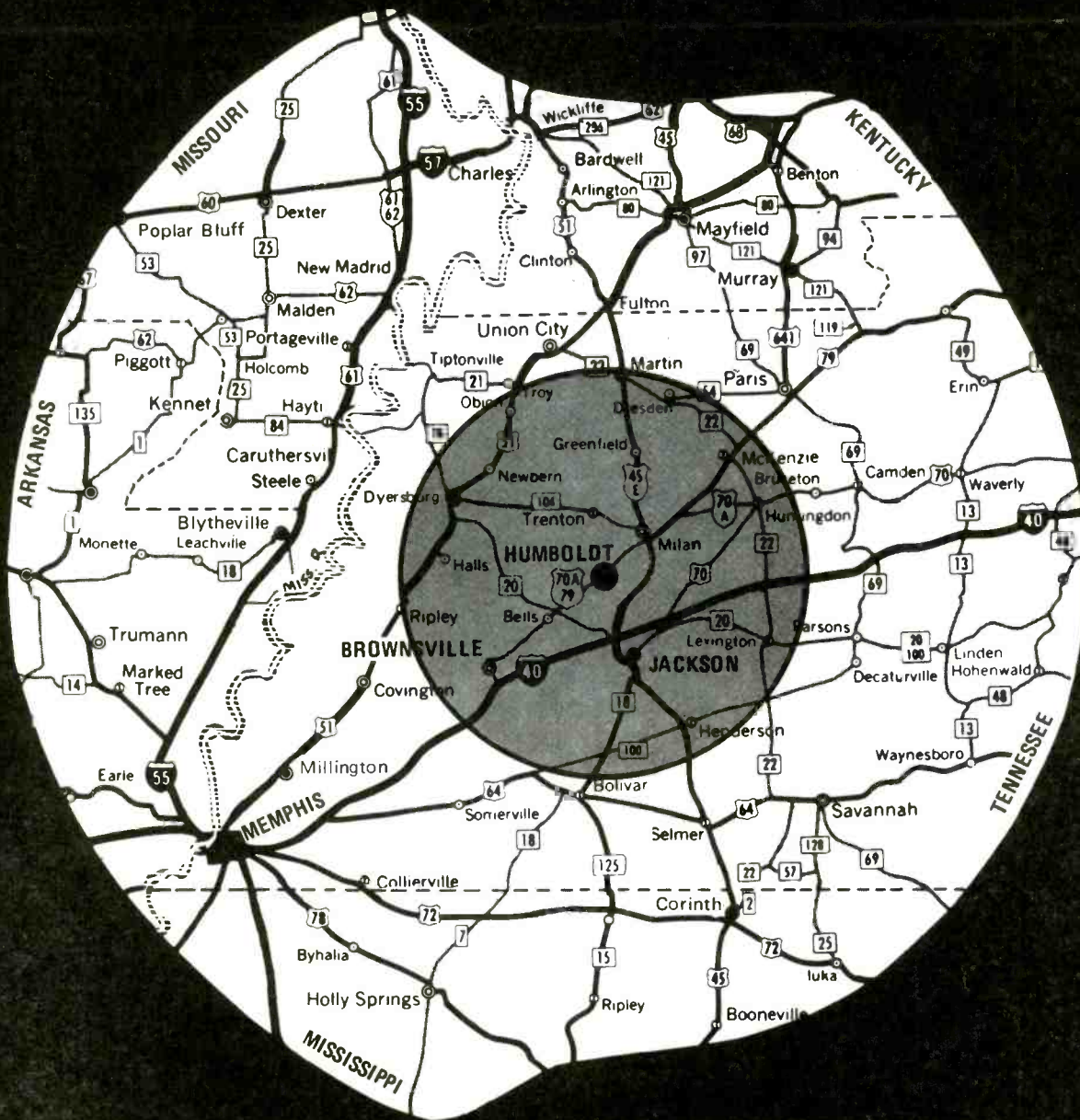
P. O. BOX 2062 / JACKSON, TENN. 38301
(901) 424-1192



P. O. BOX 1190 / HUMBOLDT, TENN. 38343
(901) 784-1190

THE MOST IMPORTANT SPOT ON YOUR MAP . . . WHMT RADIO . . . 1190 . . .
WESTERN TENNESSEE'S CLEAR CHANNEL STATION . . . 500 WATTS

COVERAGE AREA



■ Total Coverage

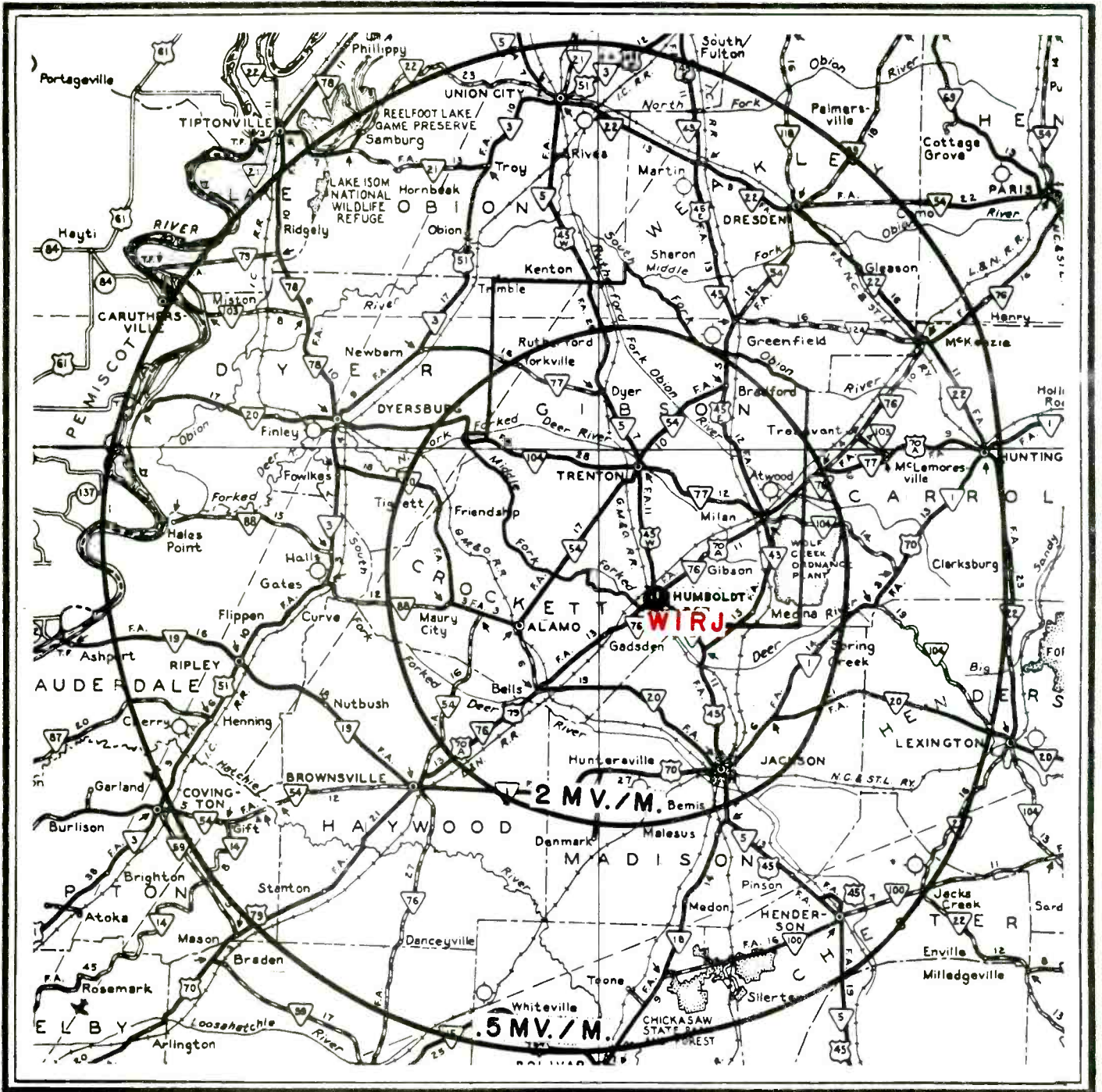
■ Primary Coverage

WTRJ



american
contemporary
radio network

740

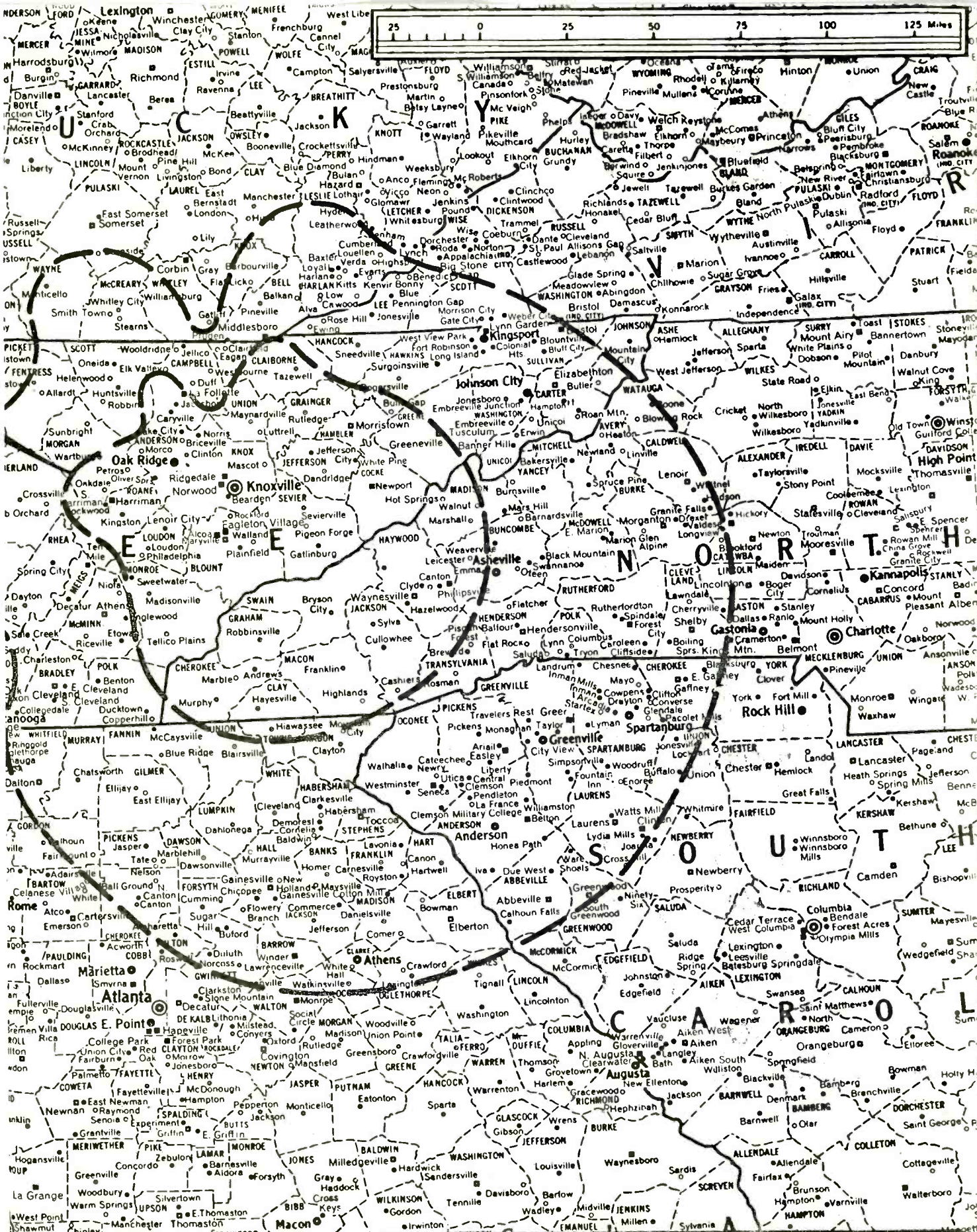


"West Tennessee's Little Giant"

GIBSON COUNTY BROADCASTING CO., HUMBOLDT, TENN.

2606 East End Drive

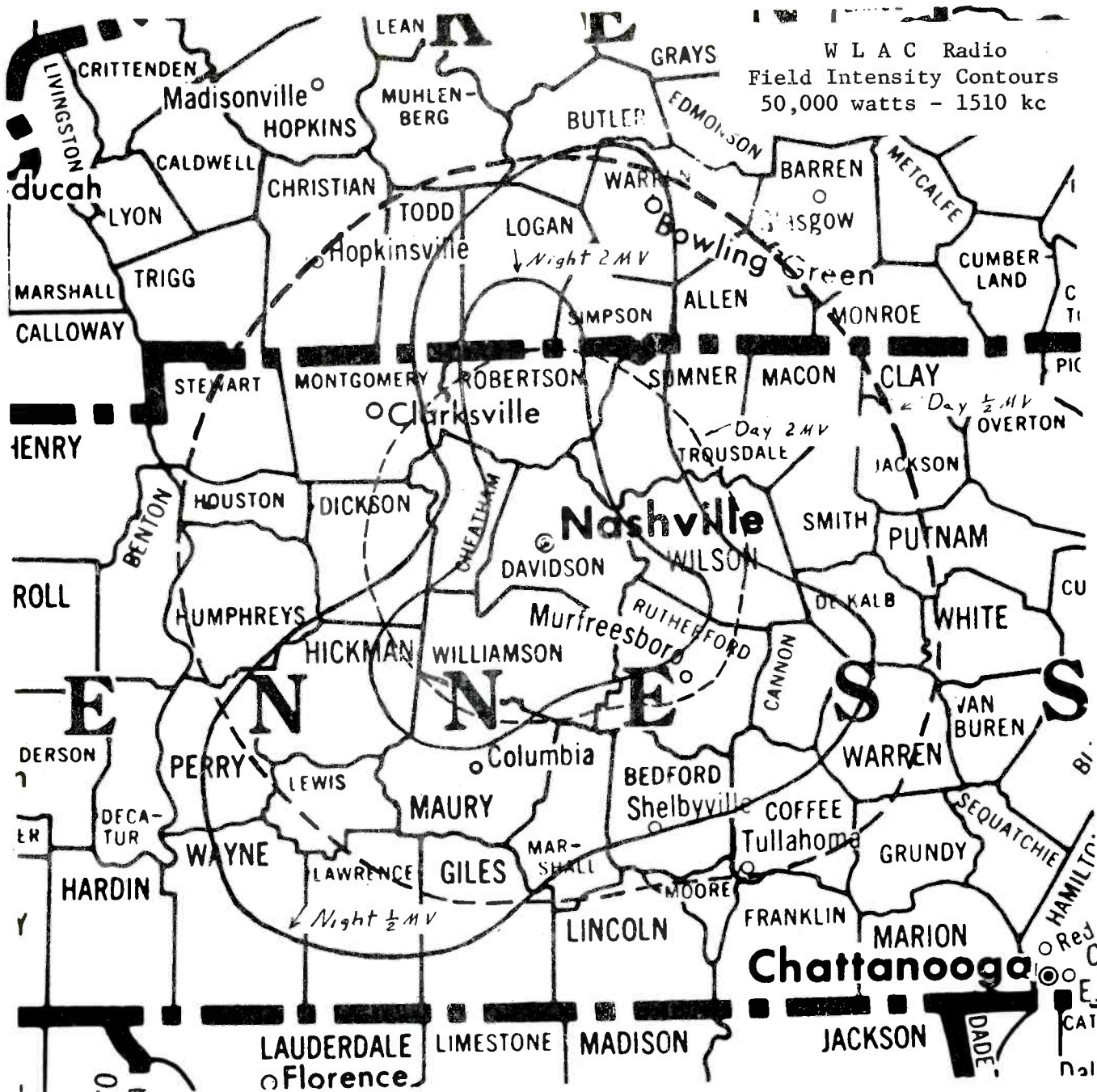
Telephone 784-1740



WIKK
850 KHz
50,000 WATTS

**COVERAGE
 CONTOURS**

Prepared by —
 John H. Mullaney & Assoc.

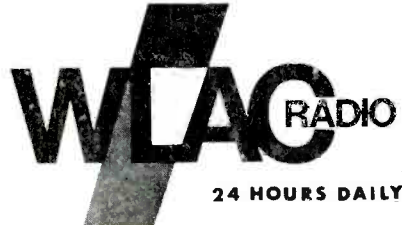


W L A C Radio
Field Intensity Contours
50,000 watts - 1510 kc

Night contours measured to 20 miles, other contours estimated by extending measured radials to required distance. Day contours estimated by adjusting night measurements to non-directional one mile field values.

***NASHVILLE METRO AREA**

Population	548,700
Households	176,470
Consumer spendable income	\$1,819,692,000
Per household	\$10,312



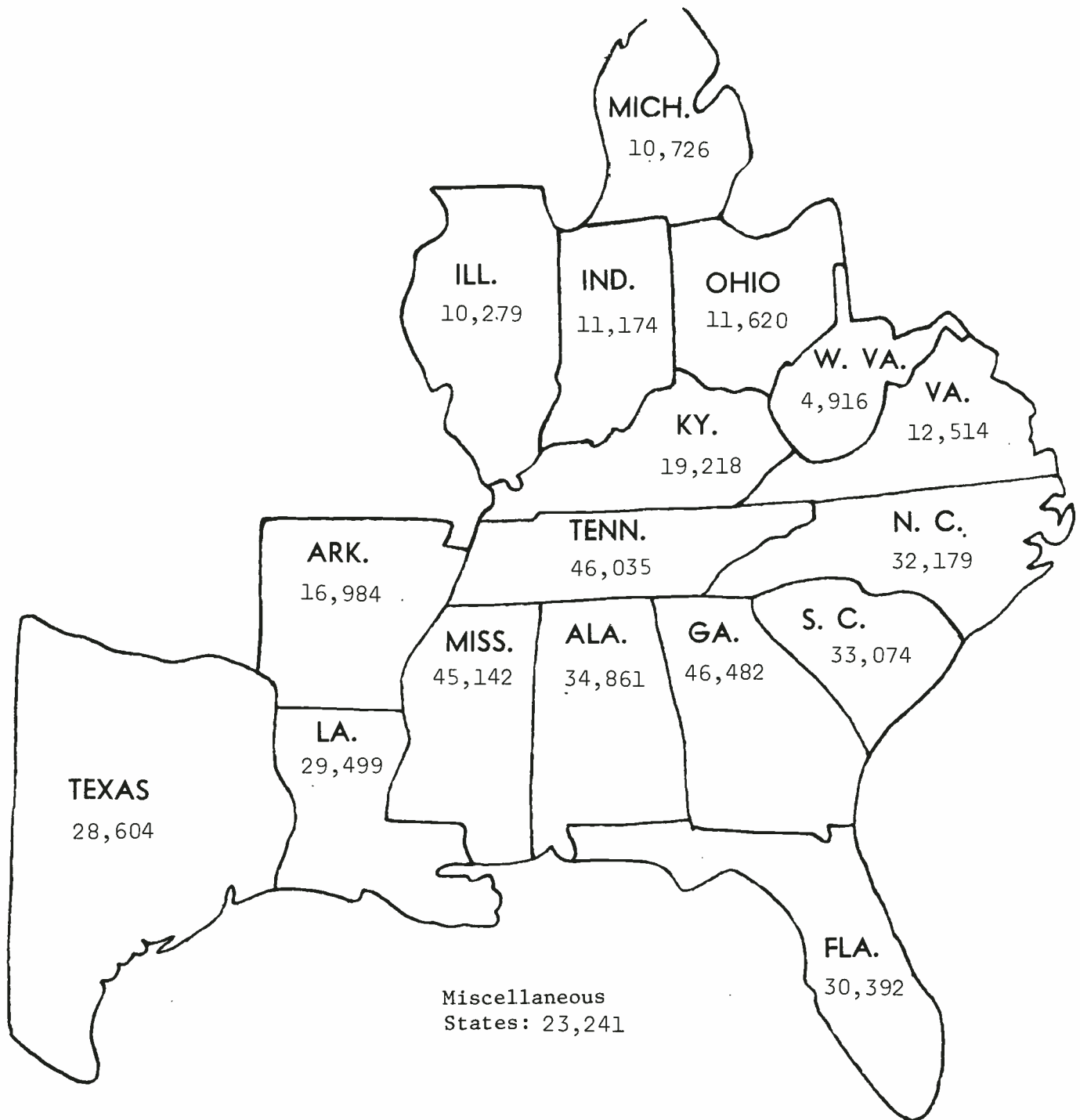
159 Fourth Ave. N.
Nashville, Tenn. 37219
615-256-0161

Affiliated with
Life & Casualty Ins. Co.

*Source - SRDS June 1, 1971

446,940 Pieces of Mail Received by WLAC BluesRadio in 1971

...Pulled From More Than 17 States!



<u>STATE</u>	<u>PER CENT</u>	<u>STATE</u>	<u>PER CENT</u>	<u>STATE</u>	<u>PER CENT</u>	<u>STATE</u>	<u>PER CENT</u>	<u>STATE</u>	<u>PER CENT</u>
Ala.	7.8	Ill.	2.3	Mich.	2.4	N. Car.	7.2	Texas	6.4
Ark.	3.8	Ind.	2.5	Miss.	10.1	Ohio	2.6	Va.	2.8
Fla.	6.8	Ky.	4.3			S. Car.	7.4	W. Va.	1.1
Ga.	10.4	La.	6.6			Tenn.	10.3	Misc.	5.2

WmQm

1480 K. C. - 5000 WATTS



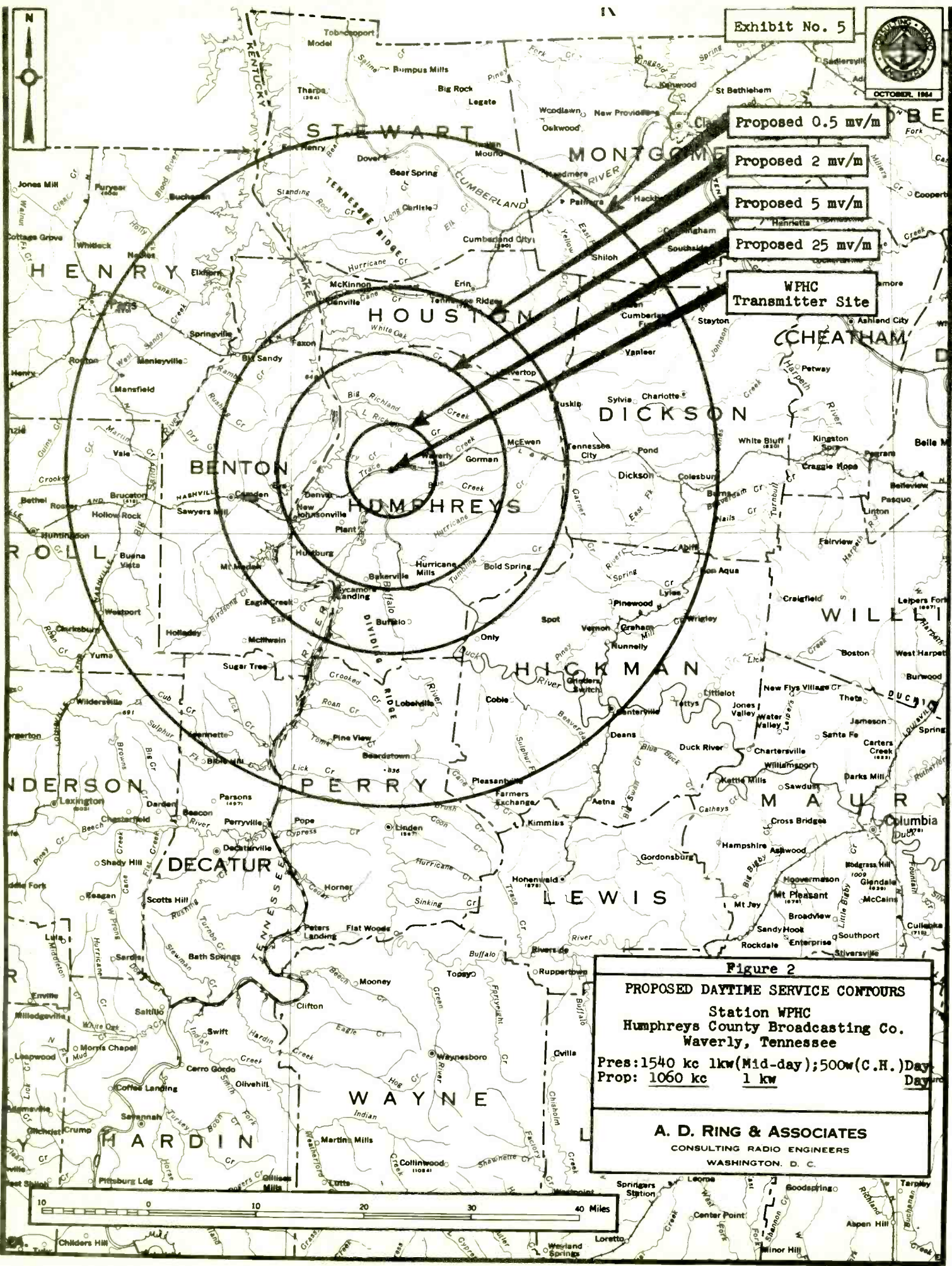


Figure 2
PROPOSED DAYTIME SERVICE CONTOURS
 Station WPHC
 Humphreys County Broadcasting Co.
 Waverly, Tennessee
 Pres: 1540 kc 1kw (Mid-day); 500w (C.H.) Day
 Prop: 1060 kc 1 kw Day

A. D. RING & ASSOCIATES
 CONSULTING RADIO ENGINEERS
 WASHINGTON, D. C.

WSIX RADIO

ESTABLISHED JAN. 7, 1927

General Rate Card No. 16



A GENERAL ELECTRIC STATION

PERSONNEL

V. P. & Gen. Mgr. - Ray Shouse
Manager - Paul L. Ruhle

POWER-FREQUENCY-TIME

AM 5,000 Watts; FM 100,000 Watts
980 KC AM; 97.9 MC FM
Licensed to Operate Full Time

NEWS SERVICE

AP, UPI & Local News Services
Time Signals, Weather Reports, Sports
News, Market Reports, Athletic Events
and News Rates quoted upon request.

MAILING INSTRUCTIONS

WSIX BROADCAST CENTER 441 Murfreesboro Road, Nashville, Tennessee 37210 Telephone: 615-255-5431; TWX: 810-371-1943

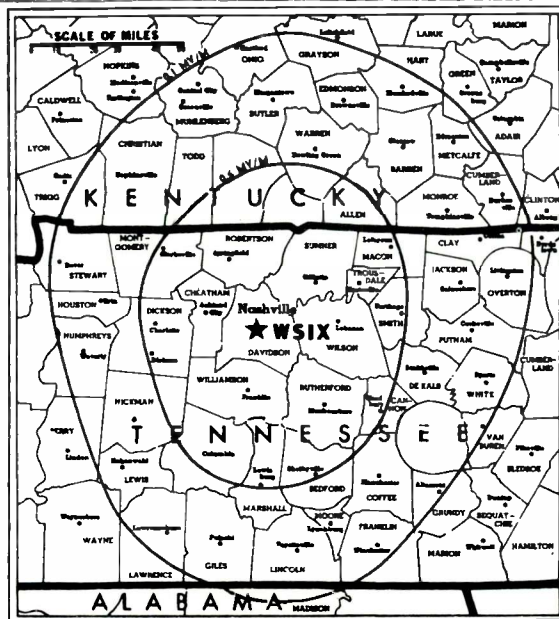
5,000 WATTS AM
100,000 WATTS FM

covering

53

counties

Middle Tennessee, Southern
Kentucky and Northern Alabama



(AM CONTOURS)

THE GENERAL ELECTRIC STATIONS
SERVING NASHVILLE



**WSIX
RADIO**

GENERAL RATES
CARD NO. 16
EFFECTIVE OCTOBER 1, 1970

**WSIX
RADIO**

WSIX RADIO...Nashville's Sound Habit!

REPRESENTED NATIONALLY BY  **AVCO** RADIO SALES

5000 WATTS

PHONE 577-4439

WSKT 5000 WATTS

1580 KC

MORGAN BROADCASTING COMPANY

BOX 9030

KNOXVILLE, TENNESSEE 37920

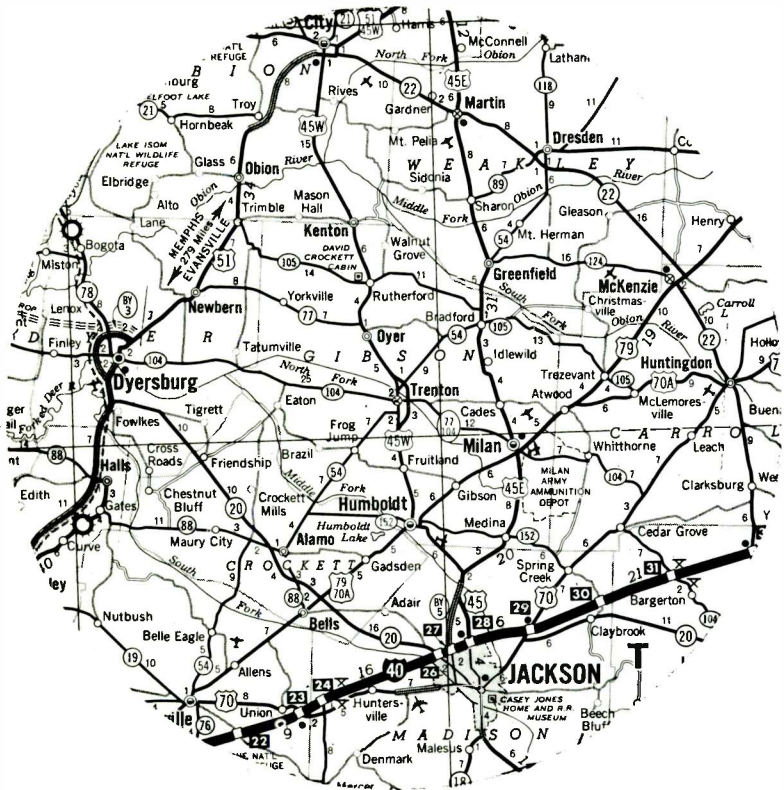
WSKT 0.5 MV/M

WSKT .025 MV/M



RADIO STATION WSKT
 KNOXVILLE, TENNESSEE
 1580 KC - 5000 WATTS DAYTIME
 POPULATION OF METROPOLITAN
 KNOXVILLE: 400,000

Serving The Heart Of West Tennessee From Trenton



WTNE

TRENTON, TENNESSEE

Local News

Sports Coverage

All Hit Music

1500 KC

DEION R. COURTNEY

General Manager

204 College Building

Phone (901) 855-1500

TRENTON, TENN. 38382

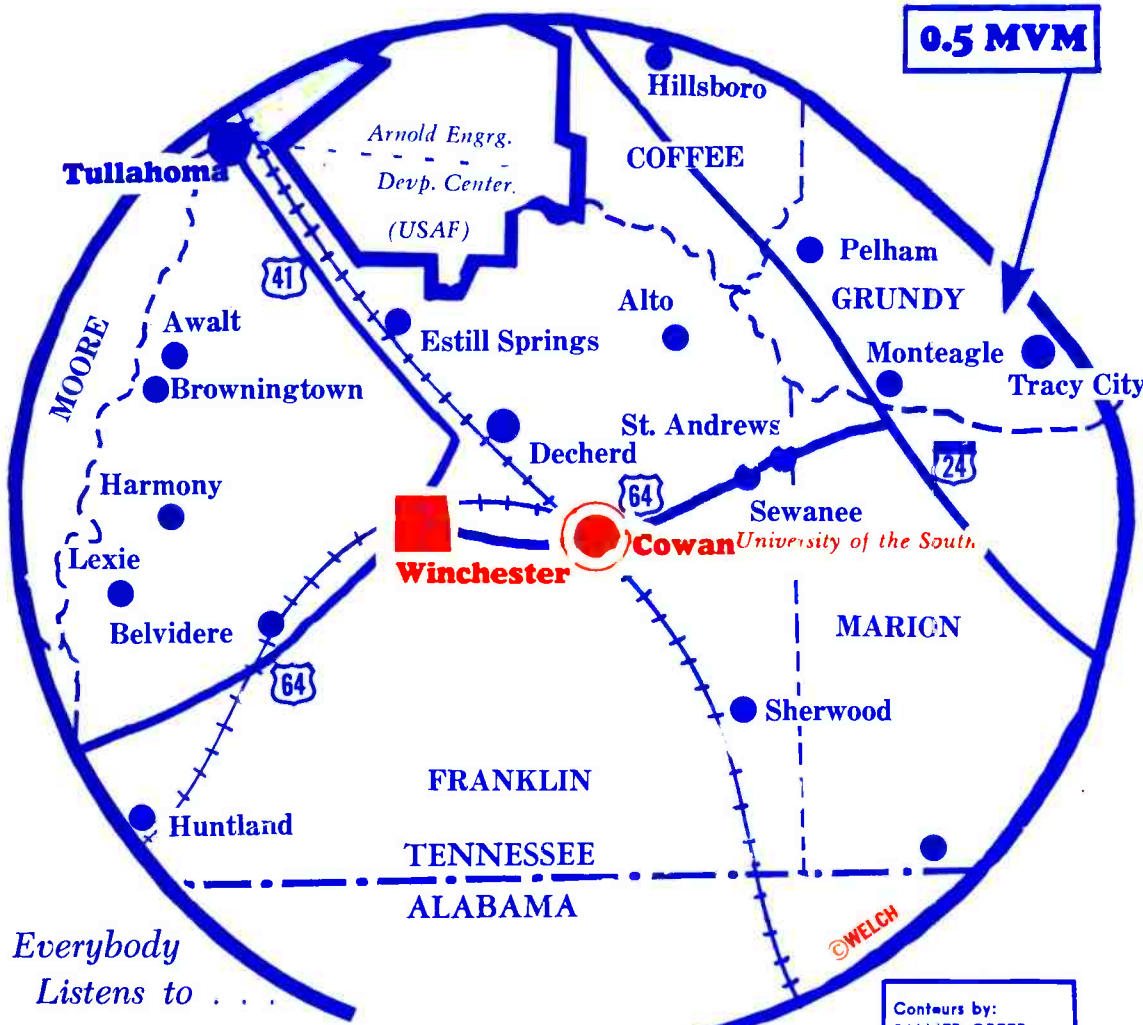
Trenton is the county seat of Gibson county, located in the approximate center of West Tennessee. Gibson county is the twelfth largest county in Tennessee.

PROFILE of the WTNE listening area, the agricultural and industrialized Gibson county.

Manufacturing plants in the area and their employment include: R & G Sloan Mfg. Co., plastic pipe, 400; Brown Shoe Company, 1,110; Royalty Manufacturing Company, pajamas and robes, 230; Kellwood Manufacturing Company, men and boys coats, 312; Trenton Mills, Knitted meat bags, 175; Alton Box Board Company, 200; Century Electric, 324; Ocoma, Frozen food processing, 325; Wayne Gossard, Hosiery, 750; Jones Manufacturing, Cotton Yarns, 250; National Cash Register, 113; Corry Foam, 200; Harvey Aluminum, ammunition, 5,000; ITT, 1,100; Tennessee Leather, 135.

WTNE radio provides quality programming for all age groups. Country, and easy listening, music. Local news coverage for Gibson County, along with community bulletin boards. Community involvement with public service. Complete farm news, weather reports, and sports coverage.

WZYX RADIO Serves & Sells Franklin County



FIFTY MANUFACTURERS in Franklin and Coffee counties employ over 13,450 men and women with a huge payroll exceeding \$62 Million annually. The Area's average Spendable-Income-per-Household exceeds \$6,063 (SRDS).

THE MAJOR EMPLOYER ... The Arnold Engineering Development Center, located in northern Franklin county, was constructed in 1951-52 ... and is the world's research center for Mach 2 & 3 jet turbine testing facilities, employing 6,300 persons.

MANUFACTURERS in the primary two-county service area of WZYX RADIO produce the following items: building materials, lumber, woodwork, furniture, shoes, clothing, athletic goods, machine and power tools, food products, metal fabrications, aircraft and components, cardboard boxes, men's hats, stainless steel ware ... and legal whiskey.

WZYX RADIO, Franklin County's only network affiliate ... is a member of ABC's American INFORMATION RADIO Network.

**1,000 Watts
AM 1440 Khz
Daytime
AP-ABC News**

Everybody
Listens to ...

WZYX

RADIO

The *bright* sound of

**Cowan • Winchester
Tennessee**

**1,000 Watts
AM 1440 Khz**

GUIDON BROADCASTING COMPANY
Joe Brewer
President & General Manager
Postal Box 398
Phone 615-932-7471

**Cowan, Tennessee
37318**



Market Data:		0.5 MVM Coverage
Population		60,900
Households		16,980
AM Radio Homes		16,640
Spendable Income	\$106,661,000	
Total Retail Sales	\$ 80,760,000	
Food Stores	\$ 21,163,000	
Drug Stores	\$ 2,630,000	
Dept. Stores	\$ 4,733,000	
Apparel Stores	\$ 4,437,000	
Homefurnishings	\$ 4,963,000	
Auto Sales	\$ 16,485,000	
Auto Services	\$ 8,129,000	
Autos-in-Use	22,030	
Farm Population	10,300	
Farm Income	\$ 17,650,000	
SOURCE: SRDS Consumer Data 1968. ©		

WZYX RADIO is News-Active Radio for the 4-county service area ... four local daily newscasts plus 14 community-action communiques ... six (6) Tennessee newscasts daily ... AP news wire ... and the hourly ABC Total Information newscasts.

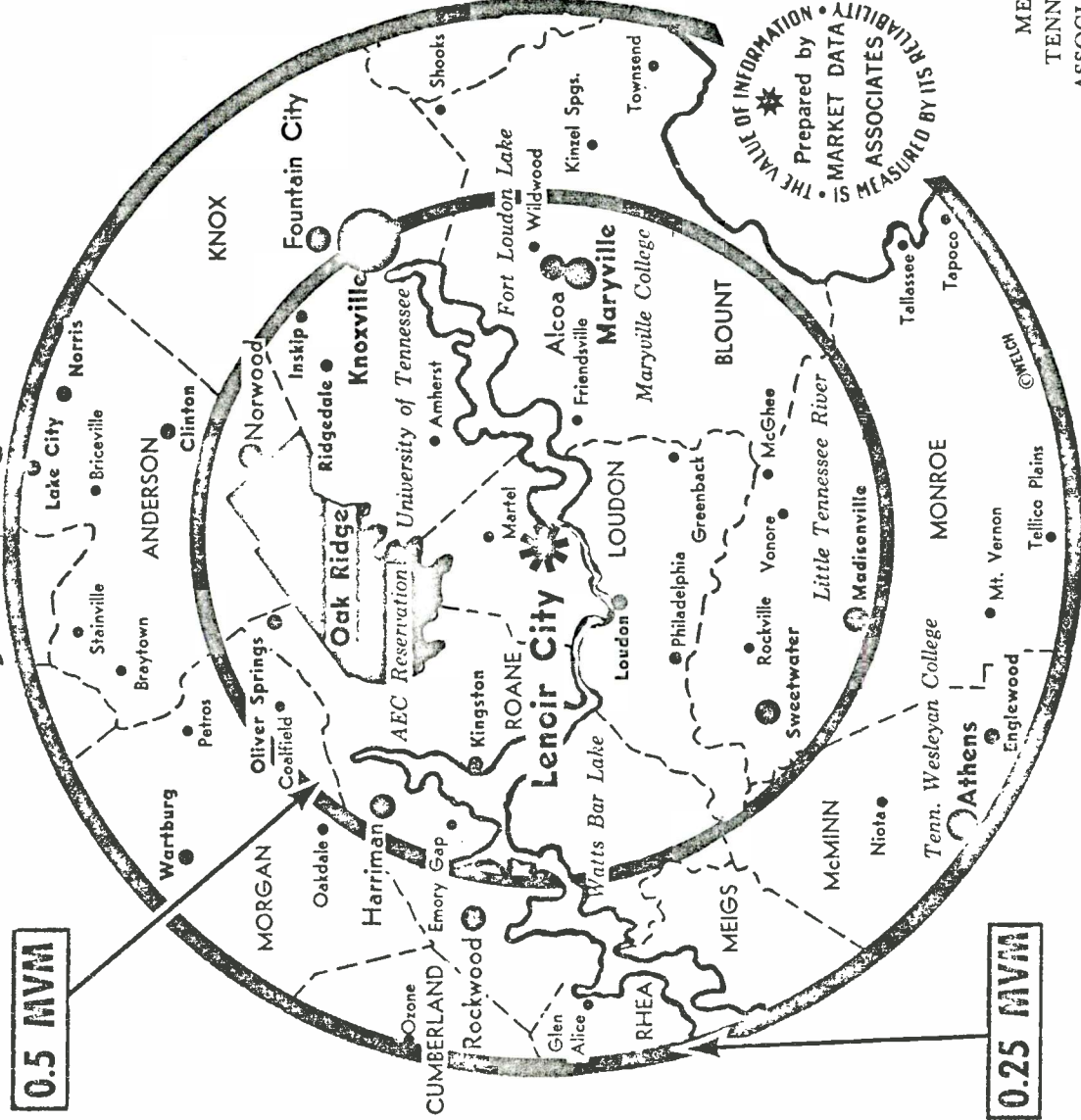
WZYX RADIO programs contemporary music ... the best easy-listening pop, rock, town and country plus gospel ... blended with best production aids and sound-sell air salesmen.

National Representatives:
RADIO TIME SALES
122 East 42nd Street
New York City, N. Y. 10017

Prepared & Copyrighted by:
ALLIED CREATIVE SERVICES
Prescott, Arizona 86301

Loudon County's Leading Radio Station

0.5 MVM



0.25 MVM

WBLC

The bright sound of

LENOIR CITY, TENNESSEE

WBLC offers balanced programming for all listeners — News, Sports, Farm, Weather, Church and Public Service.

1000 WATTS 1360 KC

WBLC provides "full service radio" to more people . . . gets better results for more advertisers in the Greater East Tennessee Valley.

WESLEY
LOUDON COUNTY BROADCASTING COMPANY
 Alvin Corum, President George Miller, Manager

P. O. Box 100 — Phone (615) 986-8021
LENOIR CITY, TENNESSEE 37771

Market Data:	0.5 MVM Coverage	0.25 MVM Coverage
Population	214,200	538,400
Households	58,190	151,140
Radio Homes	52,010	136,330
Number Automobiles	79,490	194,600
Spensible Income (CSI)	\$354,952,000	929,803,000

RETAIL SALES:	
Food Stores	\$ 55,992,000
Drug Stores	\$ 9,247,000
Gen'l. Merchandise	\$ 16,920,000
Apparel Stores	\$ 7,836,000
Home Furnishings	\$ 9,985,000
Auto Sales	\$ 43,205,000
Service Stations	\$ 22,535,000
Total Retail Sales	\$198,413,000

FARM DATA:	
Farm Population	22,210
Gross Farm Income	\$ 22,450,000
40,600	45,284,000

SOURCE: SRDS Consumer Data exclusively.

WBLC



More Music
 More Often

1360 KC
 1000 WATTS

"A Hometown Station with Big Market Sound"
LENOIR CITY, TENNESSEE

MEMBER
 TENNESSEE
 ASSOCIATION
 OF BROADCASTERS

Prepared by
 MARKET DATA
 ASSOCIATES

THE VALUE OF INFORMATION
 IS MEASURED BY ITS RELIABILITY

WCLE

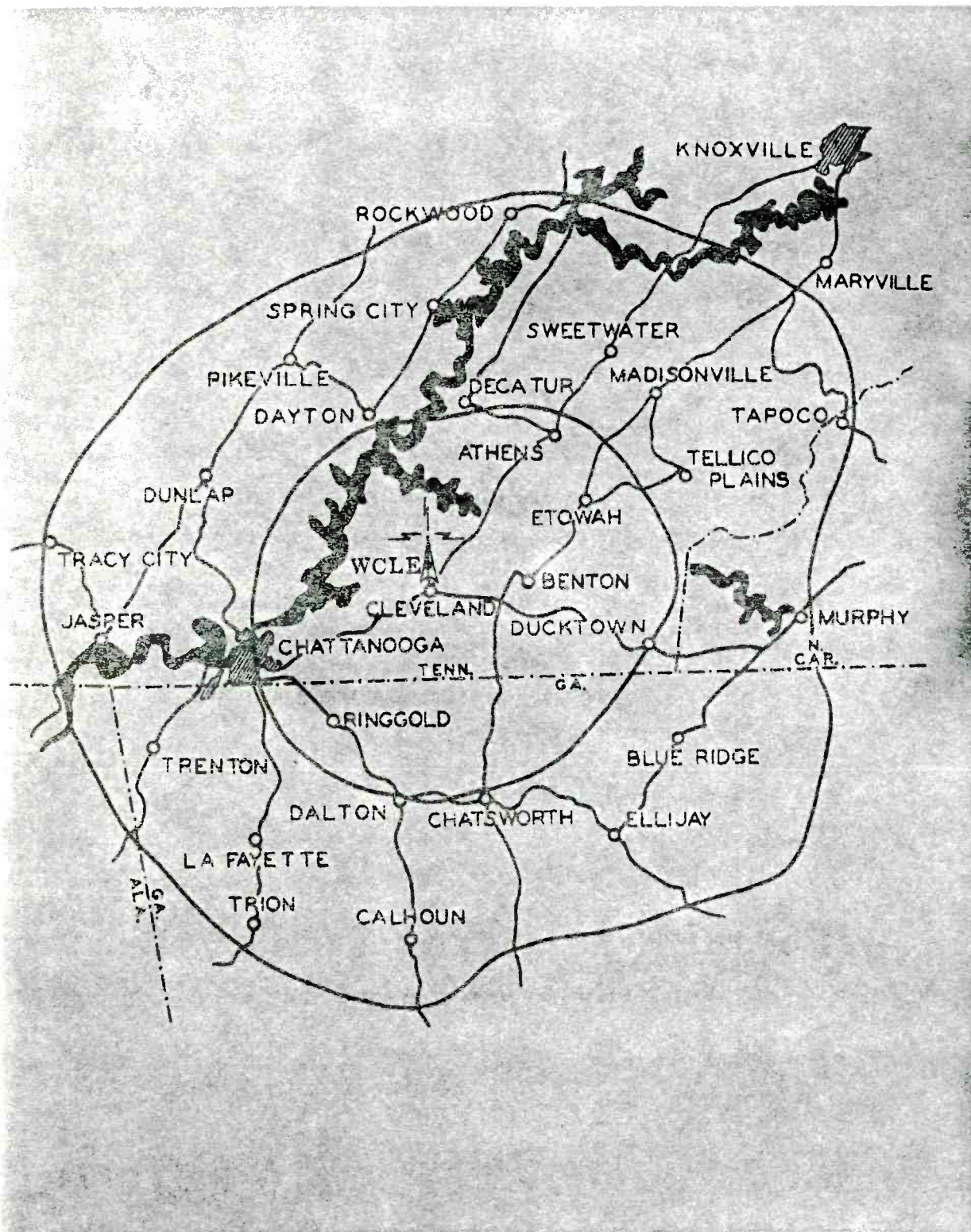
1000 Watts
1570 Kcs.

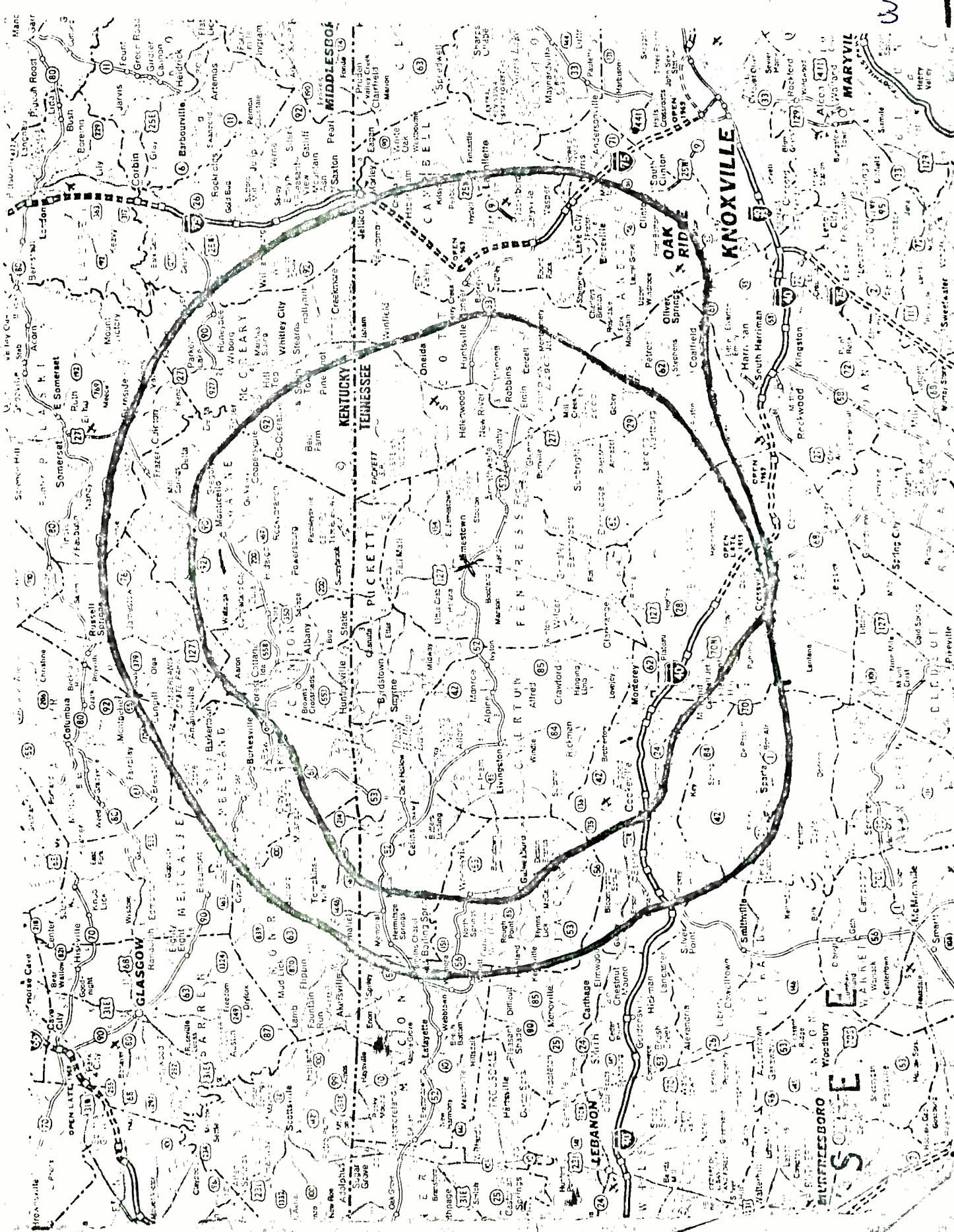
Telephone
Greenwood 2-6511

CLEVELAND, TENNESSEE
Coverage Map
"BRADLEY COUNTY'S MOST POWERFUL"



Studio located at 33 Oona Street
Transmitter off Georgetown Road
Estimated





W D E D
- AM

Map labels include: Knoxville, Oak Ridge, Maryville, Middlesboro, Pickett, Fentress, Carter, Lebanon, Murfreesboro, Woodbury, Sevier, and various smaller towns and landmarks. The map also shows the state boundary between Kentucky and Tennessee.

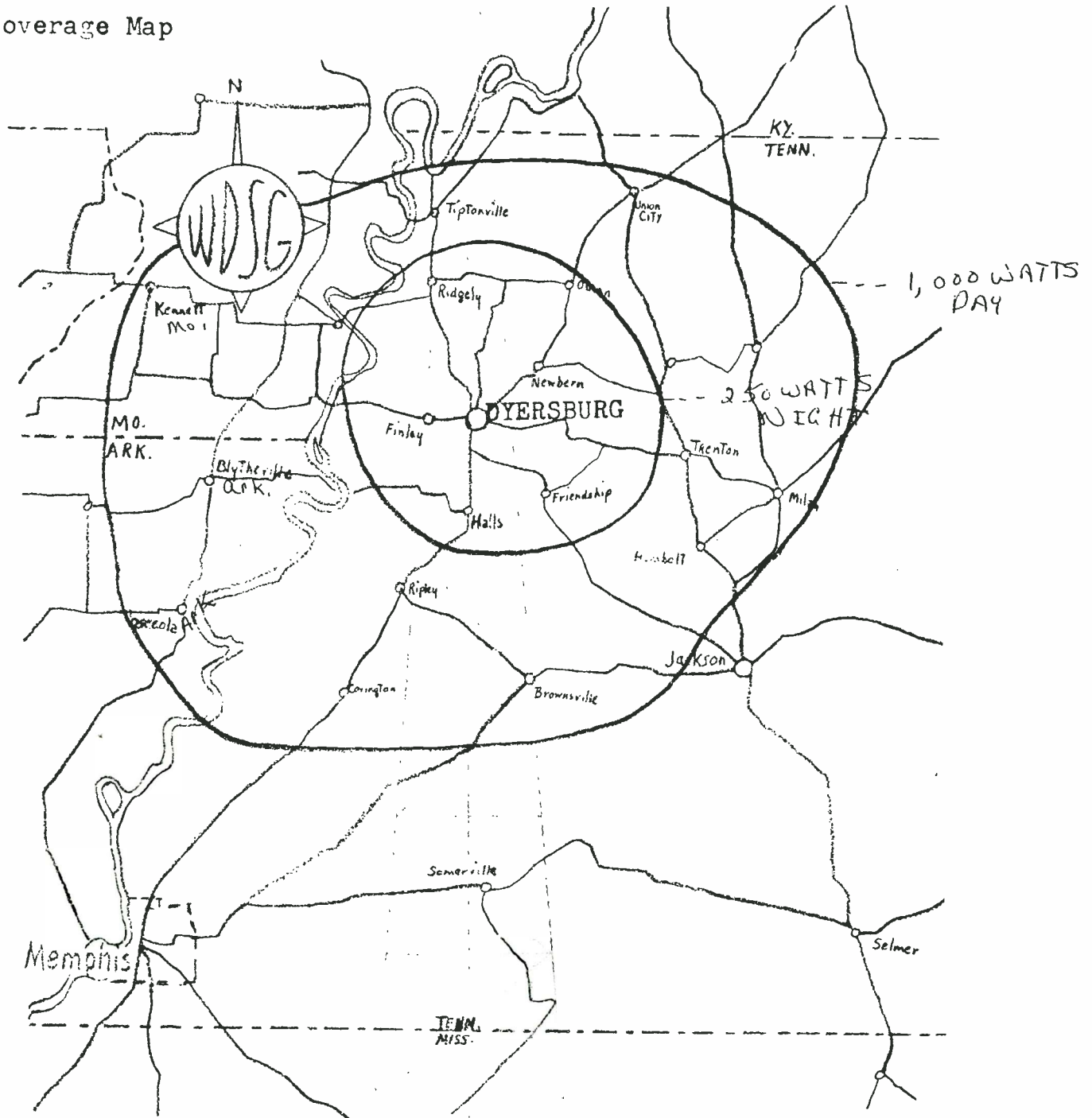
WDZSG

STATE GAZETTE BROADCASTING COMPANY

1450 KILOCYCLES UNLIMITED TIME

DYERSBURG, TENNESSEE

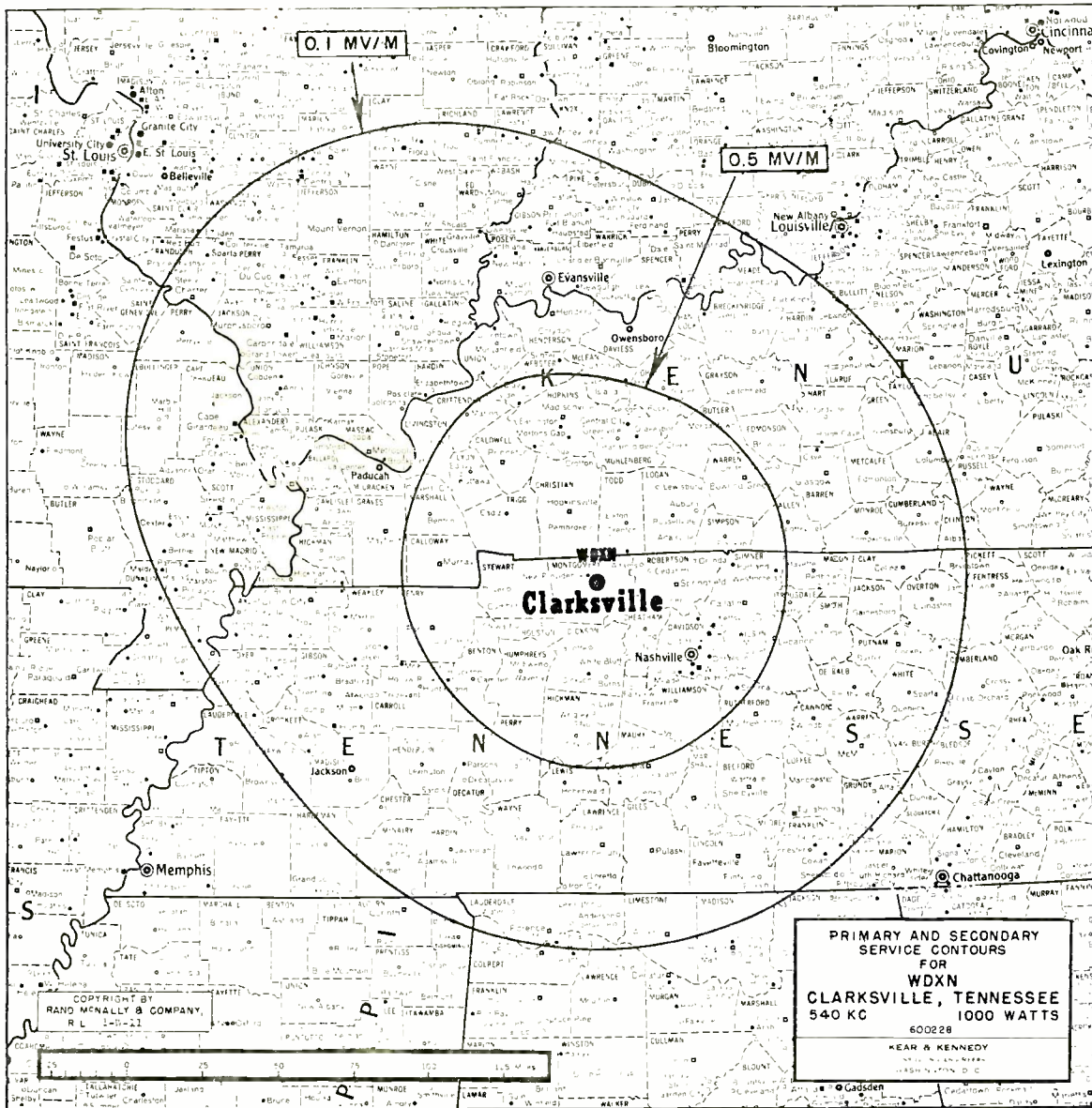
Coverage Map



WDXN

LOCATED IN THE HEART OF THE
WORLD'S LARGEST DARK-FIRED TOBACCO MARKET

Clarksville, Tennessee



Owned and Operated by The
 Clarksville
 Broadcasting Company
 Clarksville, Tennessee
 Telephone 645-2411

An Aaron B. Robinson
 Enterprise

National Representatives
**VENARD, RINTOUL &
 MCCONNELL, INC.**
 NEW YORK-CHICAGO-
 LOS ANGELES-DALLAS-
 DETROIT

**1,000 WATTS
 540 KC**

WDXN

Serving Middle Tennessee
 and the military population
 of Fort Campbell, Kentucky,
 from one of the fastest
 growing and most pro-
 gressive towns in the
 entire South.

PRIMARY AND SECONDARY
 SERVICE CONTOURS
 FOR
WDXN
CLARKVILLE, TENNESSEE
 540 KC 1000 WATTS
 600228
 KEAR & KENNEDY

Market Data
CERTIFIED BY
 Continental Broadcast Service
 5805 Excelsior Blvd.
 Minneapolis 16, Minn.

Member station of the

DIXIE NETWORK

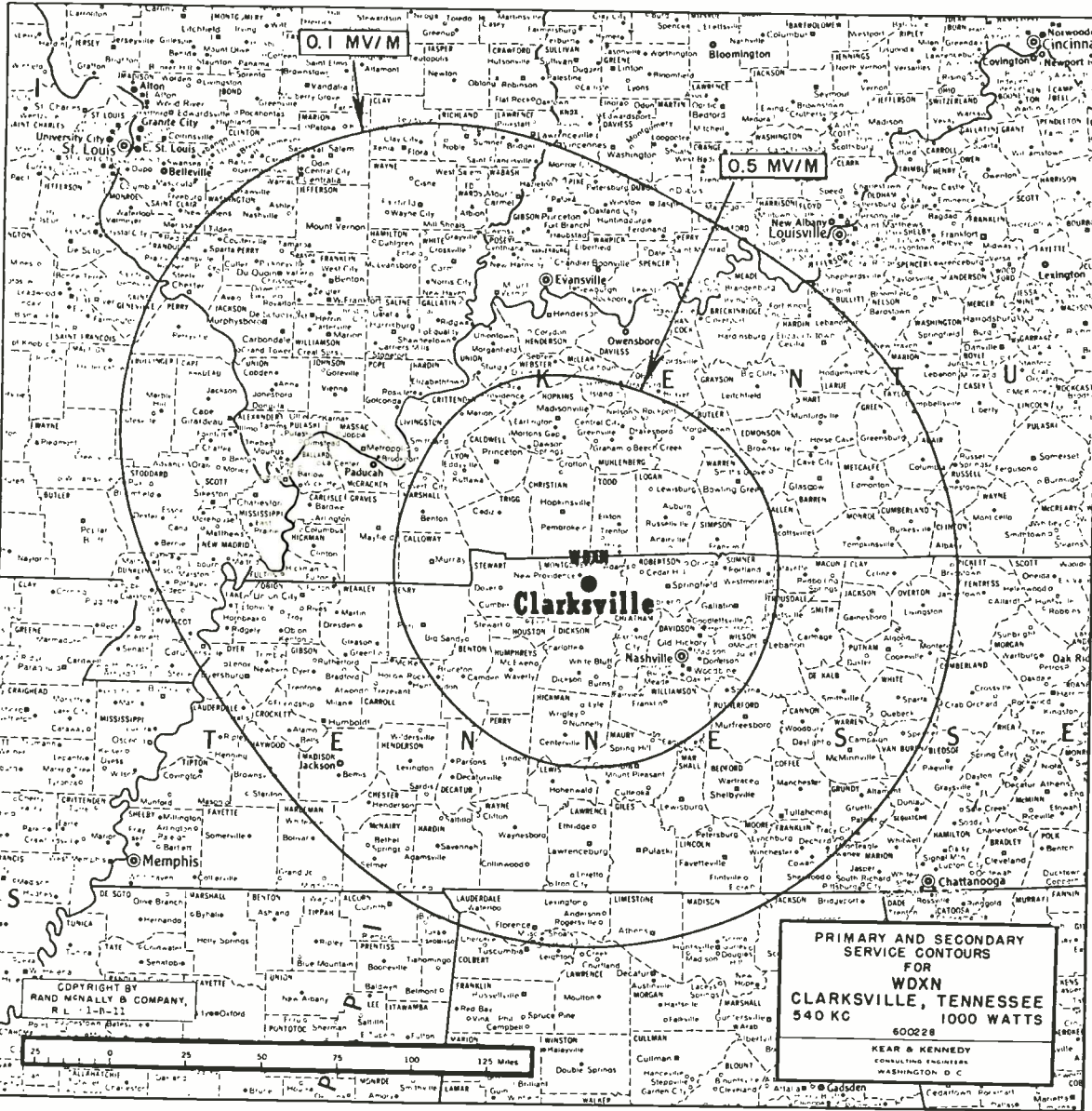
SALES OFFICES
JACKSON, TENNESSEE
 P.O. BOX, 309

	Within 0.5 mv/m Contour	Within 0.1 mv/m Contour
Population	1,003,826	3,244,424
Total Households	262,680	903,405
Total Automobiles	394,020	1,355,108
Bank Deposits	\$1,019,296,000	\$2,820,972,000
Consumer Spendable Income	\$1,416,879,000	\$4,410,094,000
Retail Sales	\$ 999,417,000	\$3,319,675,000
Food	\$ 249,524,000	\$ 743,439,000
Restaurant	\$ 51,373,000	\$ 153,037,000
General Merchandise	\$ 138,273,000	\$ 350,799,000
Apparel	\$ 54,593,000	\$ 162,761,000
Automotive	\$ 189,456,000	\$ 603,200,000
Gasoline Service Stations	\$ 84,259,000	\$ 262,743,000
Lumber	\$ 84,586,000	\$ 297,545,000
Drugs	\$ 32,616,000	\$ 98,647,000
Payroll	\$ 89,016,000	\$ 249,128,000
Other Retail Sales	\$ 17,067,000	\$ 149,486,000
Nonstore Retailers	\$ 53,395,000*	\$ 113,555,000*
Farm Population	263,447	1,049,670
Farm Households	53,350	253,853
Farm Passenger Cars	80,025	350,795
Farm Income	\$ 120,528,000	\$1,355,103,000

Sources: U.S. Dept. of Commerce, U.S. Dept. of Agriculture; State Automobile Registrations; SM Survey of Buying Power; Polk's Bank Directory.
 *Not all counties within the coverage area reported these figures.

WDXN

LOCATED IN THE HEART OF THE
WORLD'S LARGEST DARK-FIRED TOBACCO MARKET
 Clarksville, Tennessee



Owned and Operated by The
 Clarksville
 Broadcasting Company
 Clarksville, Tennessee
 Telephone 645-2411

An Aaron B. Robinson
 Enterprise

National Representatives
**VENARD, RINTOUL &
 MCCONNELL, INC.**
 NEW YORK-CHICAGO-
 LOS ANGELES-DALLAS-
 DETROIT

1,000 WATTS
540 KC
WDXN

Serving Middle Tennessee
 and the military population
 of Fort Campbell, Kentucky,
 from one of the fastest
 growing and most progressive
 towns in the entire South.

Market Data
CERTIFIED BY
 Continental Broadcast Service
 5805 Excelsior Blvd.
 Minneapolis 16, Minn.

Member station of the

DIXIE NETWORK

SALES OFFICES
JACKSON, TENNESSEE
 P.O. BOX, 309

MARKET DATA	Within 0.5 mv/m Contour	Within 0.1 mv/m Contour
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Other Retail Sales	\$ 17,067,000	\$ 149,486,000
Nonstore Retailers	\$ 53,395,000*	\$ 113,555,000*
Farm Population	263,447	1,049,678
Farm Households	53,350	253,863
Farm Passenger Cars	80,025	380,795
Farm Income	\$ 120,528,000	\$1,355,108,000

Sources: U.S. Dept. of Commerce, U.S. Dept. of Agriculture; State Automobile Registrations; SM Survey of Buying Power; Polk's Bank Directory.
 *Not all counties within the coverage area reported these figures.

5000 WATTS

WE MEAN BUSINESS FOR YOU!

IN OUR COVERAGE AREA OF OVER 1/2 MILLION PEOPLE IN EAST TENNESSEE AND WESTERN CAROLINA!

NEWS every 20 minutes
LOCAL NEWS six times daily
Good Music! Top 40! Country and Western!

the TENNESSEE ACE that sets the PACE!

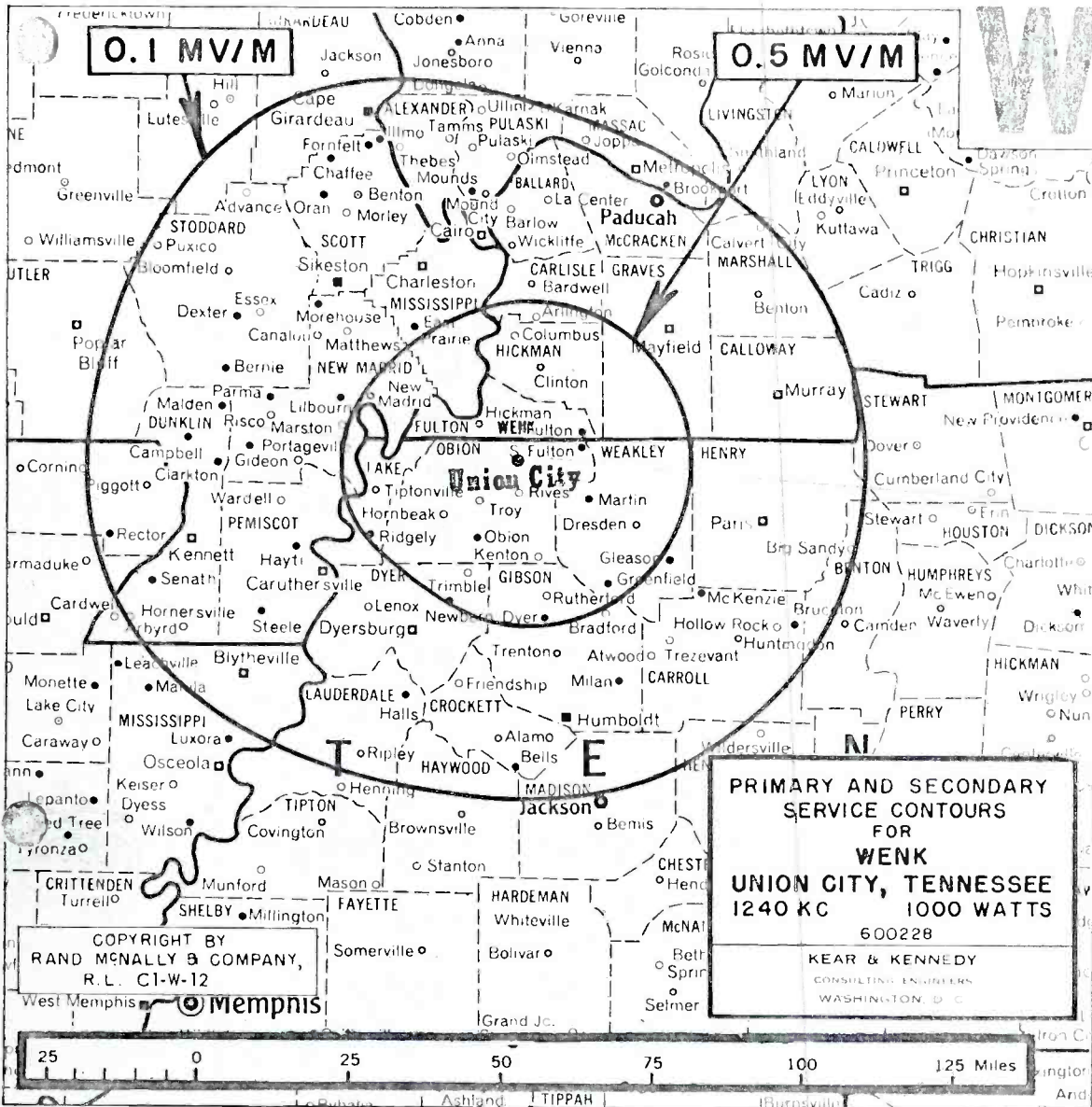
1500 WATTS
WE M B
ERWIN, TENN.
1420



5 MILIVOLT ENGINEER'S SURVEY

SERVING 683,669 POPULATION IN 5 STATES

WENK



Owned and Operated by the
UNION CITY BROADCASTING CO.
 P. O. BOX 287
 Telephone: TUrner 5-1240

UNION CITY TENNESSEE

A Wealthy Medium Market - 120,163
 Population in 25 Mile Radius - 194,495
 Within 40 Miles - (Tenn - Ky Only)

ON THE AIR 16 HOURS DAILY

1000 WATTS 1240 KC

National Representatives
 Venard,
 Rintoul & McConnell, Inc.
 New York-Chicago
 Los Angeles-Dallas-Detroit

MIDWAY BETWEEN CHICAGO & NEW ORLEANS NEAR VAST KENTUCKY LAKE & REELFOOT LAKE



Market Data
CERTIFIED BY
 Continental Broadcast Service
 5805 Excelsior Blvd.
 Minneapolis 16, Minn.

An Aaron B. Robinson
 Enterprise

Member Station of the

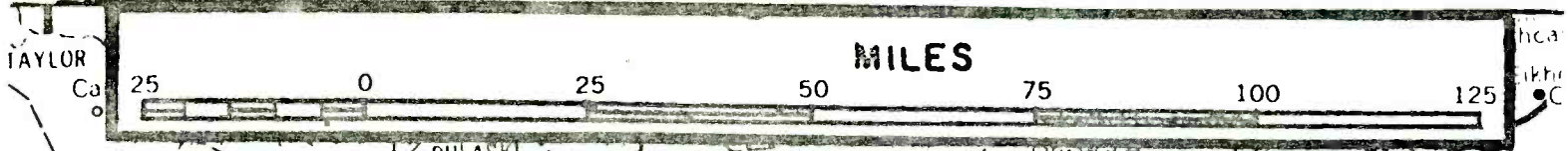
DIXIE NETWORK

SALES OFFICES

P. O. BOX 309
 JACKSON, TENNESSEE

	Within 0.5 mv/m Contour	Within 0.1 mv/m Contour
Population	119,551	683,669
Total Households	34,501	195,660
Total Automobiles	51,752	293,490
Bank Deposits	\$ 78,413,000	\$452,242,000
Consumer Spendable Income	\$147,567,000	\$868,771,000
Retail Sales	\$118,160,000	\$678,190,000
Food	\$ 28,721,000	\$160,580,000
Restaurant	\$ 4,437,000	\$ 30,796,000
General Merchandise	\$ 9,653,000	\$ 62,005,000
Apparel	\$ 6,903,000	\$ 36,867,000
Automotive	\$ 23,621,000	\$134,410,000
Gasoline Service Stations	\$ 10,241,000	\$ 59,117,000
Lumber	\$ 12,751,000	\$ 62,290,000
Drugs	\$ 3,485,000	\$ 55,344,000
Payroll	\$ 8,065,000	\$ 46,320,000
Other Retail Sales	\$ 11,387,000	\$ 52,515,000
Nonstore Retailers	\$ 1,128,000	\$ 4,048,000
Farm Population	66,371	315,162
Farm Households	12,826	70,064
Farm Passenger Cars	19,259	105,096
Farm Income	\$ 48,541,000	\$249,078,000

Sources: U.S. Dept. of Commerce; U.S. Dept. of Agriculture; State Automobile Registrations; SM Survey of Buying Power; Polk's Bank Directory.
 *Not all counties within the coverage area reported these figures.



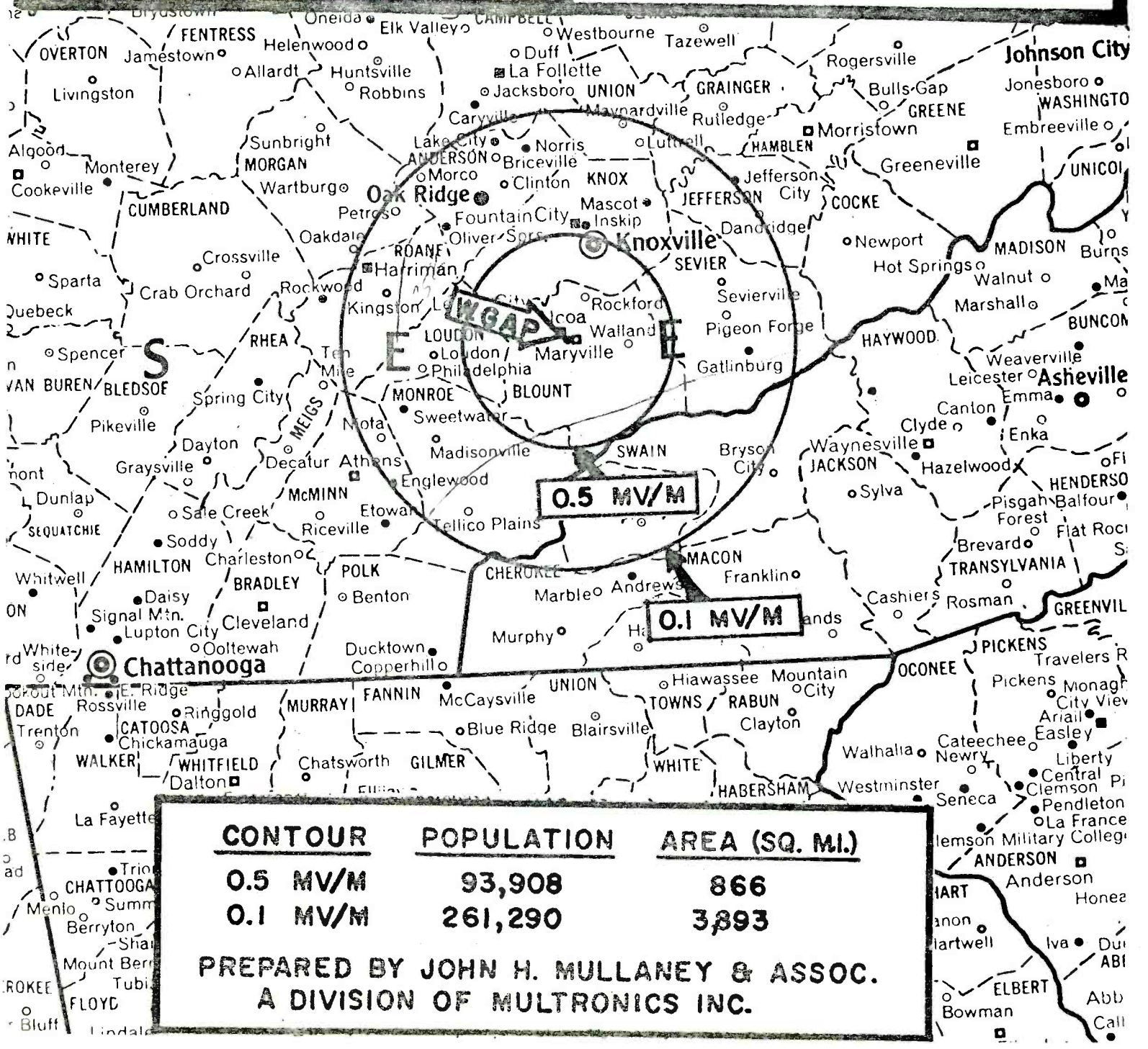
TECHNICAL DATA; CONTOURS DETERMINED BY USE OF FIGURES 8 AND M-3 IN F.C.C. RULES. 1960 CENSUS FIGURES INCLUDES TOTAL POPULATION WITHIN THE CONTOURS.

COPYRIGHT BY RAND MC NALLY & CO. R.L.#

RADIO COVERAGE OF RADIO STATION WGAP

MARYVILLE, TENNESSEE

1400 KC 1,000 WATTS

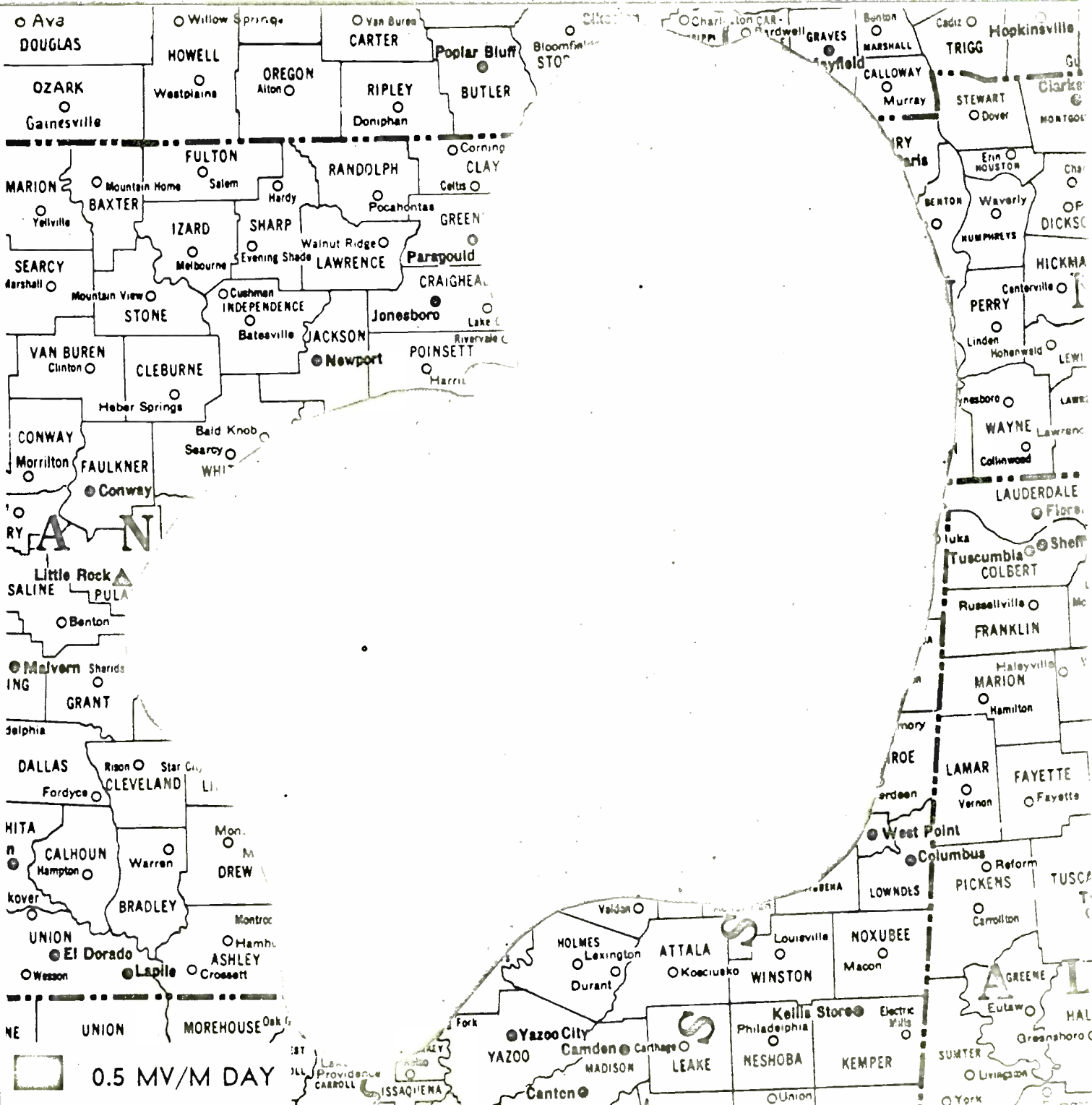


<u>CONTOUR</u>	<u>POPULATION</u>	<u>AREA (SQ. MI.)</u>
0.5 MV/M	93,908	866
0.1 MV/M	261,290	3,893

PREPARED BY JOHN H. MULLANEY & ASSOC.
A DIVISION OF MULTRONICS INC.

WHD 9
560
Memphis, Tenn.
51W

RADIO

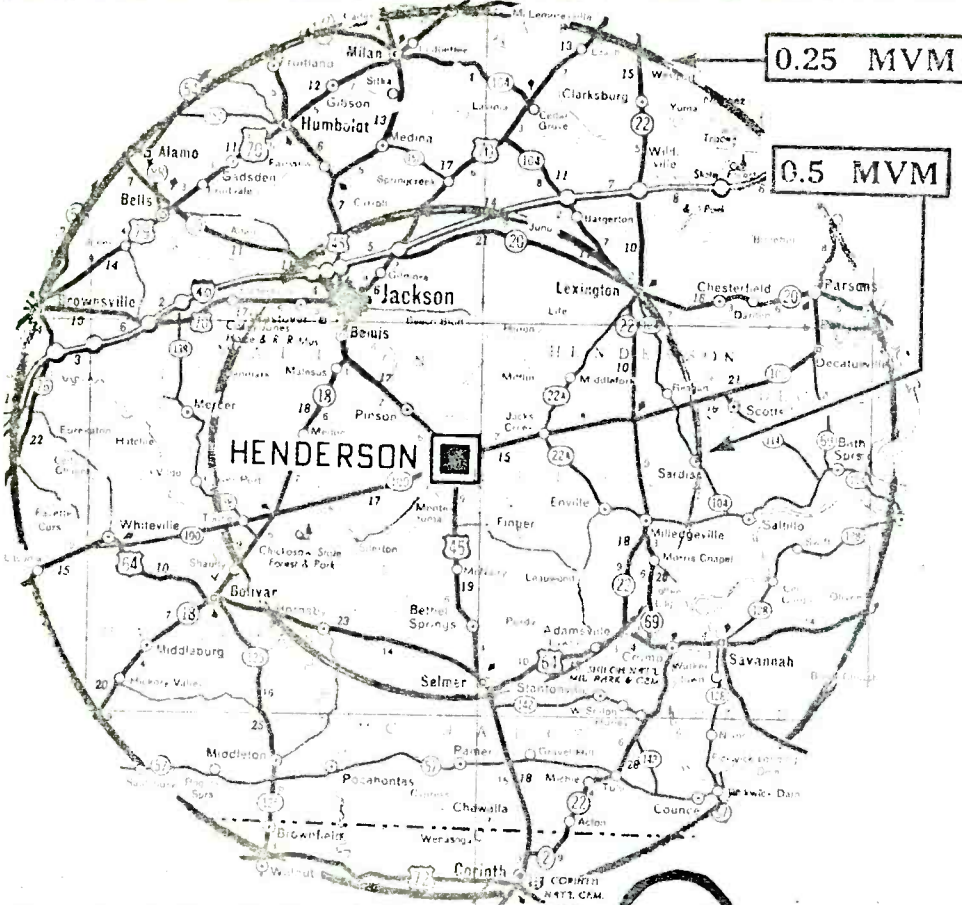


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Modern Country - Clear Channel - 1580 RADIO

W H H M

CHESTER COUNTY'S ONLY BROADCASTING STATION



HENDERSON is located at the juncture of US Highway 45, and Highway 100. A brand-new interstate expressway I-40 passes within 15 miles of the city. Railway service is offered by the main line of the GM&O Railroad. Henderson is also the home of Freed-Hardeman College with an enrollment of from 750 to 800 students.

CHESTER COUNTY lies in the fertile West Tennessee farming area with some of the top production soils in the U. S. A. The land produces Cotton, Corn, and Soybeans. Thousands of head of Cattle and Hogs are produced in the region. Nowadays, most farms are 100% mechanized.

HENDERSON & CHESTER COUNTY industries include the Chester Manufacturing Co. Inc., Grinnell Corporation, Henderson Plastics, Quality Manufacturing Company, Salant & Salant, Inc. About 1,064 people are employed by these firms. Agriculture is still a strong influence in the area and annual county income from agriculture is over \$4,000,000.

W H H M RADIO serves Henderson, Chester County, Jackson and parts of Madison, McNairy, Henderson and Hardeman Counties. W H H M Radio has all new studios with the latest, and finest broadcasting equipment anywhere. W H H M Radio is the producer of the "Country Shin-Dig" shows in this area which are held at the all new 4,000 seat Jackson Coliseum. All shows are directed and M. C. ed by the staff of W H H M Radio.

W H H M RADIO broadcasts on a frequency of 1580 KC, with 250 watts of Clear Channel power. W H H M Radio is the only all Country "Modern Country" station between Memphis and Nashville, Tennessee. This is your unduplicated audience. Your loyal and buying audience. W H H M uses the services of the Pepper & Tanner, Inc. in Memphis with Pepper Country Jingle Service, Pepper Concept Library, and Airplay International, . . . These features along with local news, A. P. National and State News - plus - sports, and public service. This is "Modern Country" Radio.

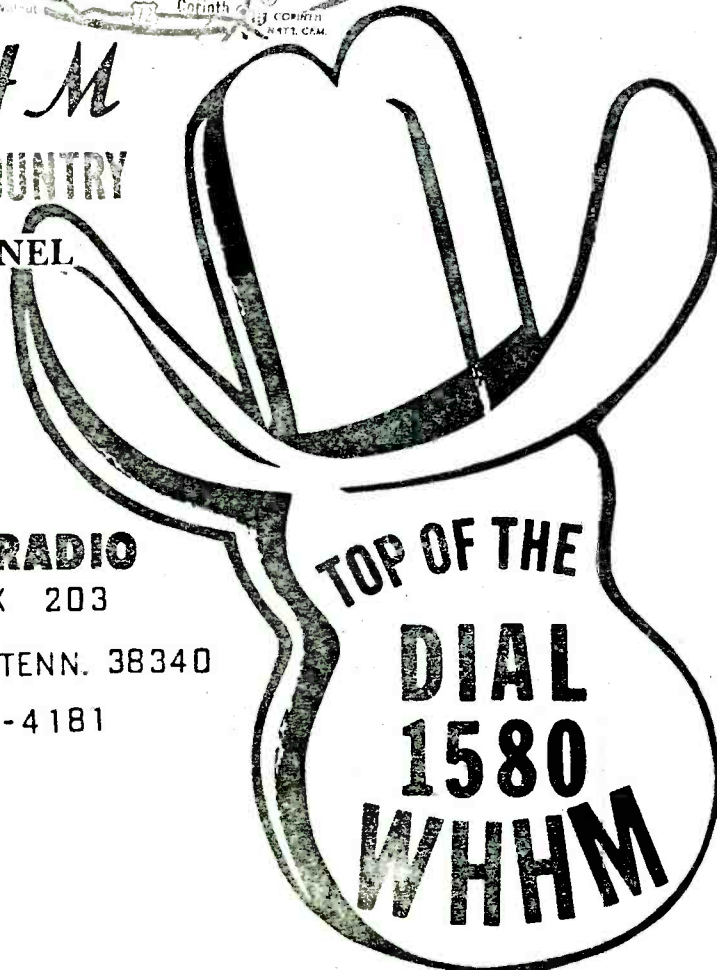
W H H M
 FULLTIME COUNTRY
 CLEAR CHANNEL

W H H M RADIO

P.O. BOX 203

HENDERSON, TENN. 38340

901-989-4181



TOP OF THE

DIAL
1580
W H H M

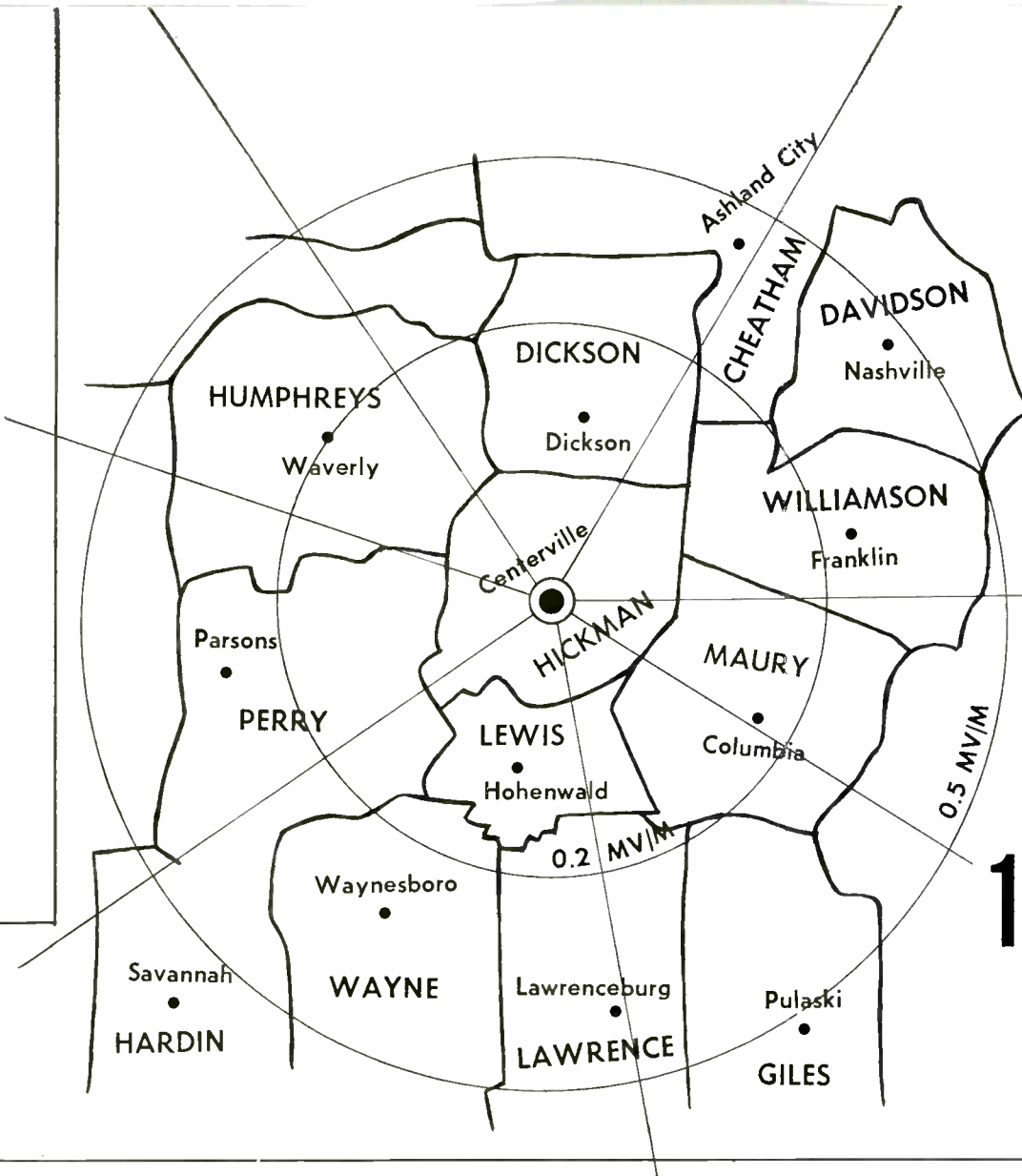
W H L P

1000 WATTS

MEXICAN Clear Channel

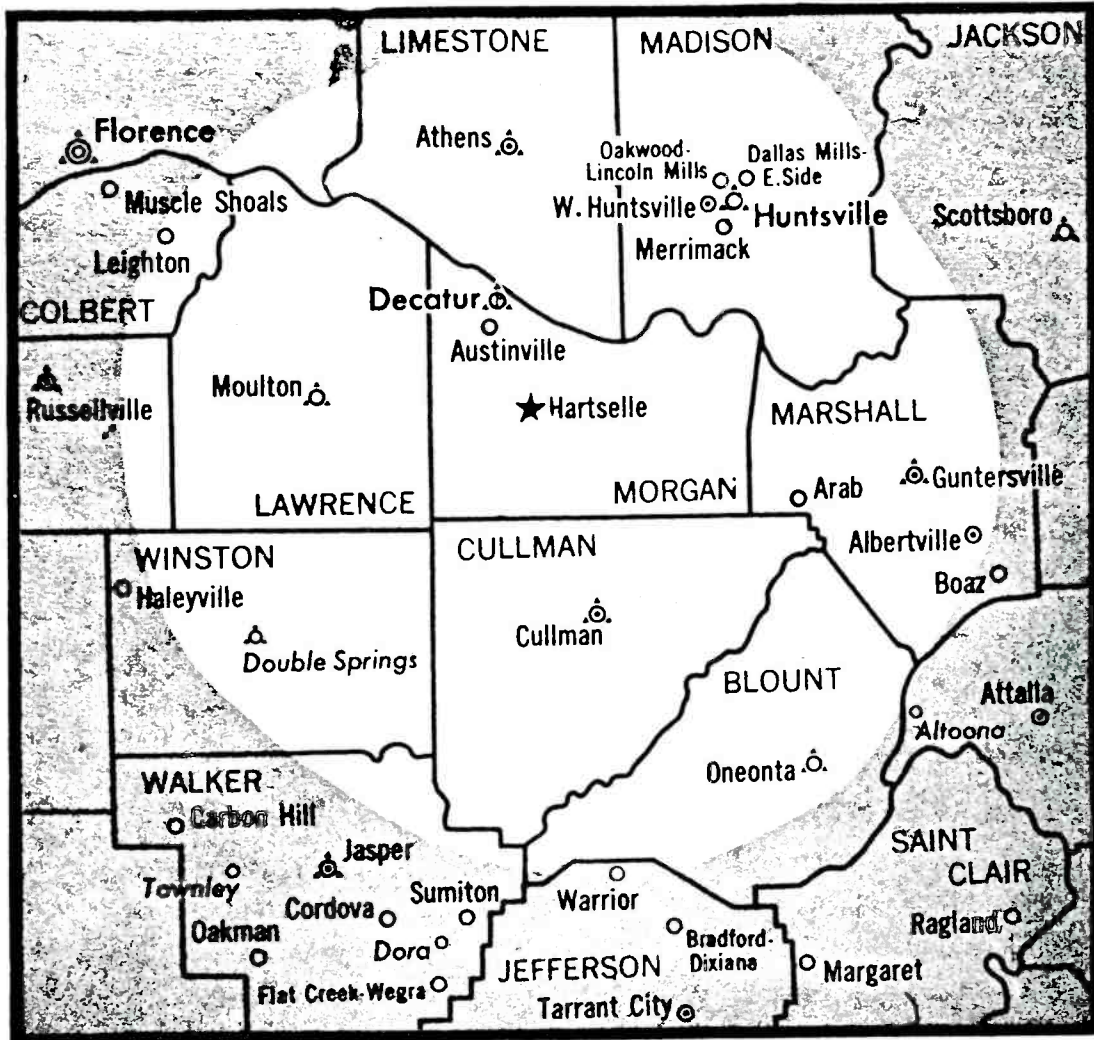
1570 K.C.

Centerville, Tennessee



HICKMAN – LEWIS – PERRY COUNTIES –				COMPLETE COVERAGE
FOR 7-1-56 – 7-1-57				
COUNTY & POP.	12,000 HICKMAN	5,900 LEWIS	5,500 PERRY	
Retail Sales	4,641,000	3,072,000	2,113,000	
Food	1,134,000	800,000	684,000	
Drugs	183,000	108,000	40,000	
Mdse. (Gen.)	943,000	204,000	241,000	
Apparel	173,000	50,000	71,000	
Home Furn.	306,000	150,000	28,000	
Automotive	820,000	993,000	619,000	
Filling Sta.	408,000	196,000	234,000	
Farm Pop.	6,300	2,400	2,800	
Farm Inc.	2,233,000	977,000	1,048,000	
Spendable Income	10,745,000	4,641,000	4,238,000	
TOTAL FOR TRI-COUNTY AREA \$19,624,000.00				

T I M E	1 H R.	1/2 H R.	1/4 H R.	10 M I N	5 M I N	1 M I N	1/2 M I N
1	30.00	18.00	9.00	6.00	4.00	2.50	1.50
13	28.50	17.10	8.75	5.75	3.80	2.40	1.45
26	27.00	16.20	8.50	5.50	3.60	2.30	1.40
39	25.50	15.30	8.25	5.25	3.40	2.20	1.35
52	24.00	14.40	8.00	5.00	3.20	2.10	1.30
104	22.50	13.50	7.75	4.75	3.00	2.00	1.25
156	21.00	12.60	7.50	4.50	2.80	1.90	1.20
208	19.50	11.70	7.25	4.25	2.60	1.80	1.15
260	18.00	10.80	7.00	4.00	2.40	1.70	1.10
312	16.50	9.90	6.75	3.75	2.20	1.60	1.05
364	15.00	9.00	6.50	3.50	2.00	1.50	1.00



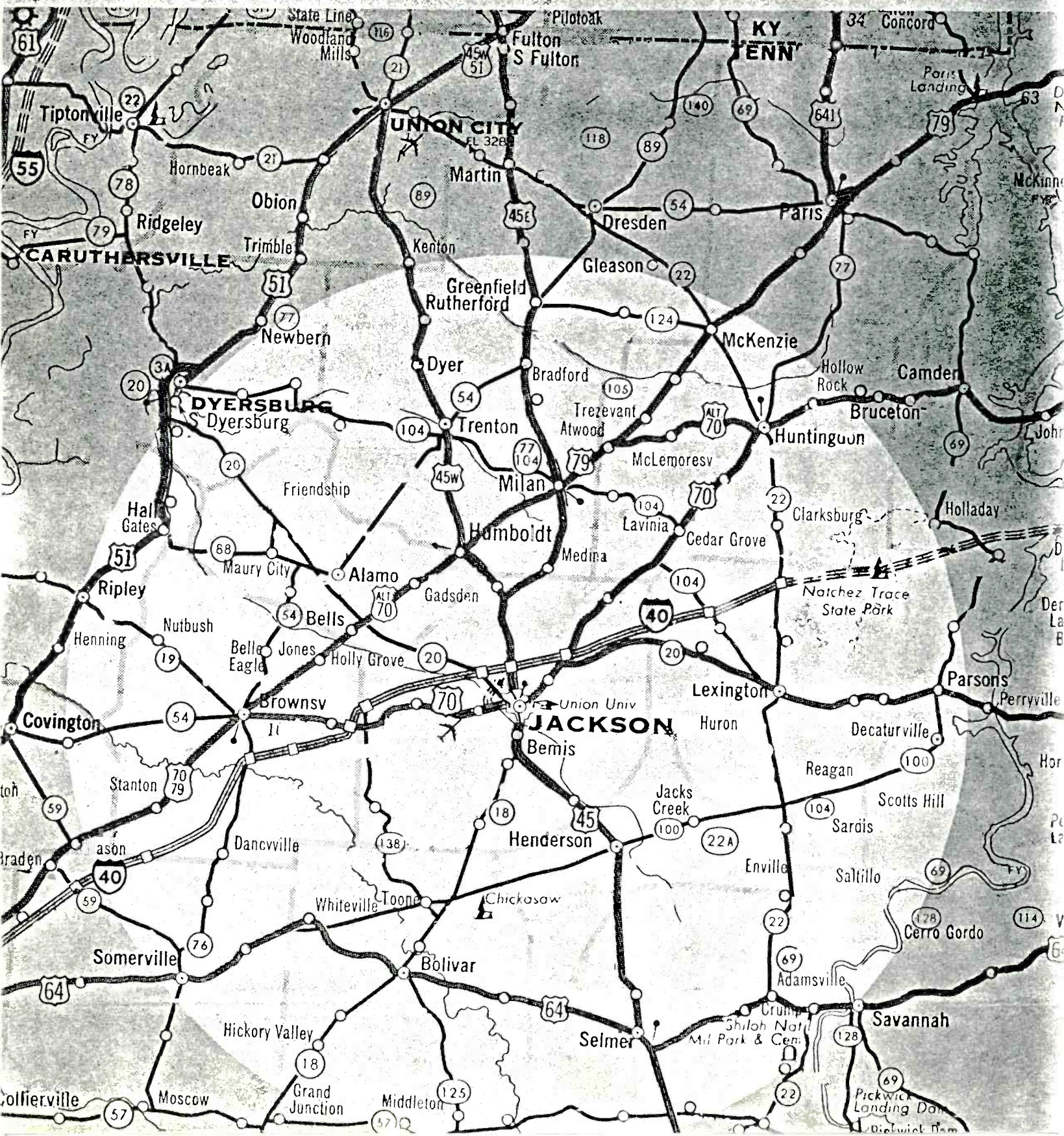
WHRT-860

The Powerhouse of the Tennessee Valley

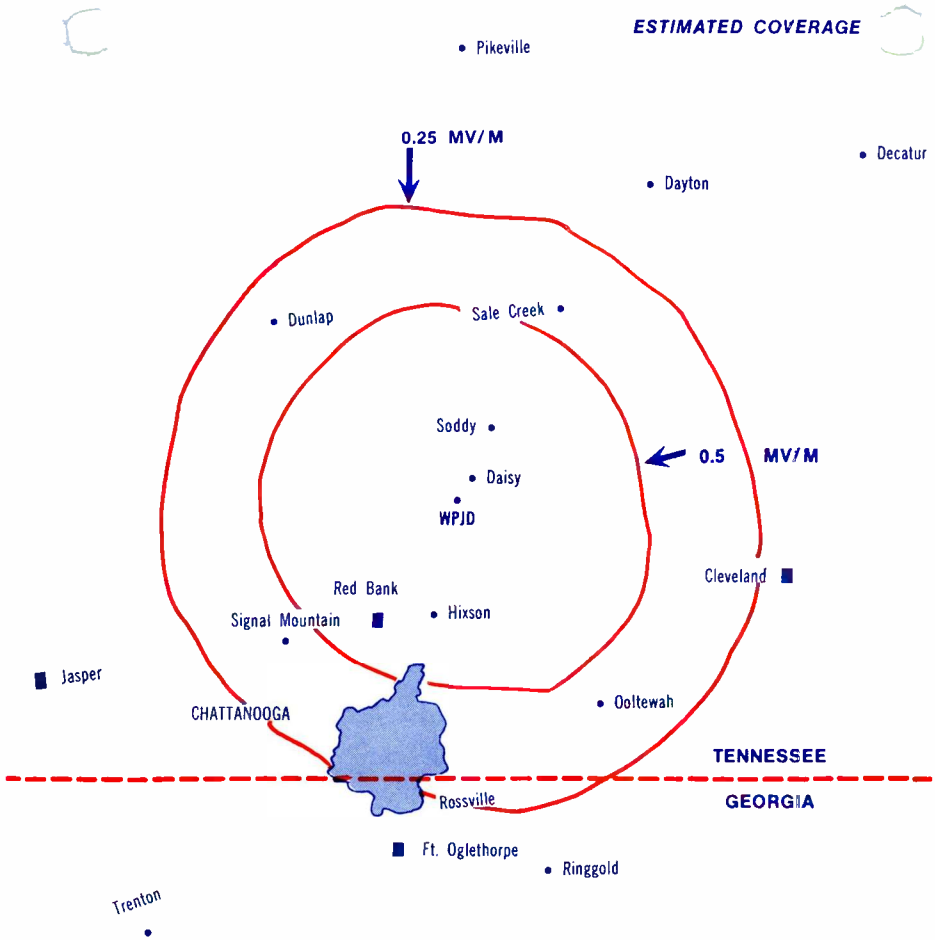
*250 Watts
daytime*

wJak

1460 K. C. - 1000 WATTS
JACKSON, TENNESSEE



ESTIMATED COVERAGE



COVERAGE MAP

WPJD

DAISY, TENNESSEE

Operated By:

NEW TESTAMENT BAPTIST

ENTERPRISES

3906 S. MISSION OAKS DR.
CHATTANOOGA, TENNESSEE

Phone 615/867-9292

1550 KC 250 WATTS

Programming:

**GOSPEL BROADCASTS
GOOD MUSIC, NEWS
& INFORMATION**

**COVERING THE
CHATTANOOGA
AREA**

1000
WATTS



730
KCS.

Serving the Industrial Tennessee Valley
LENOIR CITY, TENNESSEE

Day-by-day Serving and Selling More than 2,000,-
000 Persons, including the Cities of Knoxville, Oak
Ridge, Maryville-Alcoa, Sweetwater, Harriman and
Lenoir City—transmitting from near the famed
Fort Loudon Dam.

1000 Watts at Sales-Alarming 730 KC

AN ARTHUR WILKERSON ENTERPRISE

Arthur Wilkerson, President & Manager
Phone YU 6-7536 406 East Broadway
LENOIR CITY, TENNESSEE

MARKET DATA:

	Within 0.2 MV/M Coverage
Total Population	2,493,050
Total Households	697,200
Total Radio Homes	693,450
Total Spendable Income	\$1,998,850,000

RETAIL SALES:

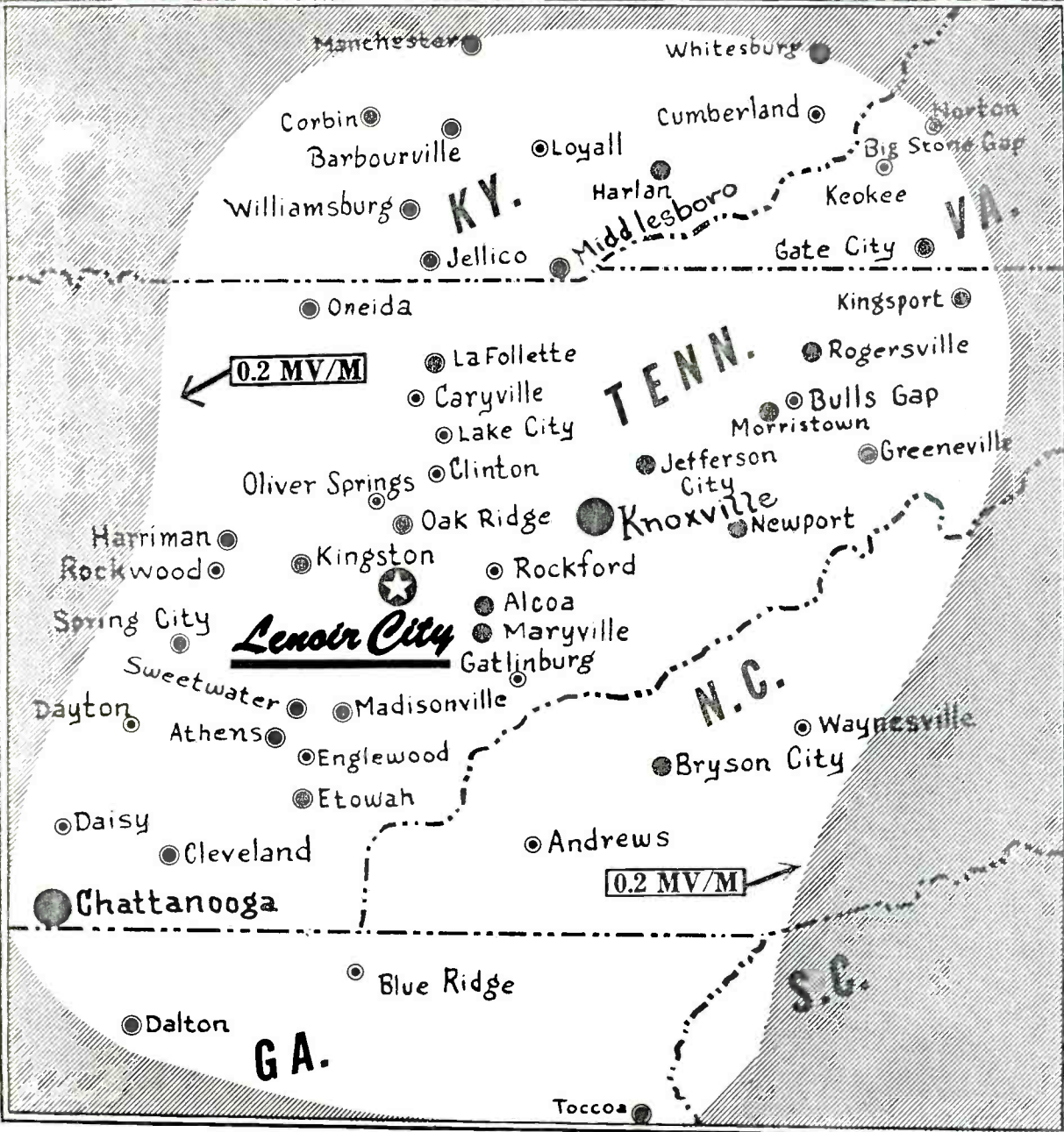
Food Stores	\$ 403,050,000
Drug Sales	\$ 25,114,000
General Merchandise	\$ 87,358,000
Apparel Stores	\$ 31,950,000
Home Furnishings	\$ 48,924,000
Automotive Sales	\$ 384,211,000
Filling Stations	\$ 98,012,000
TOTAL RETAIL SALES	\$1,412,000,000

FARM DATA:

Farm Population	415,050
Farm Gross Income	\$ 327,128,000

SOURCE: SRDS Consumer Market Data; 1960 Census of
Population and Housing.

Willoughby Associates, Nashville



1000 WATTS
at 730 KC
LENOIR CITY, TENNESSEE

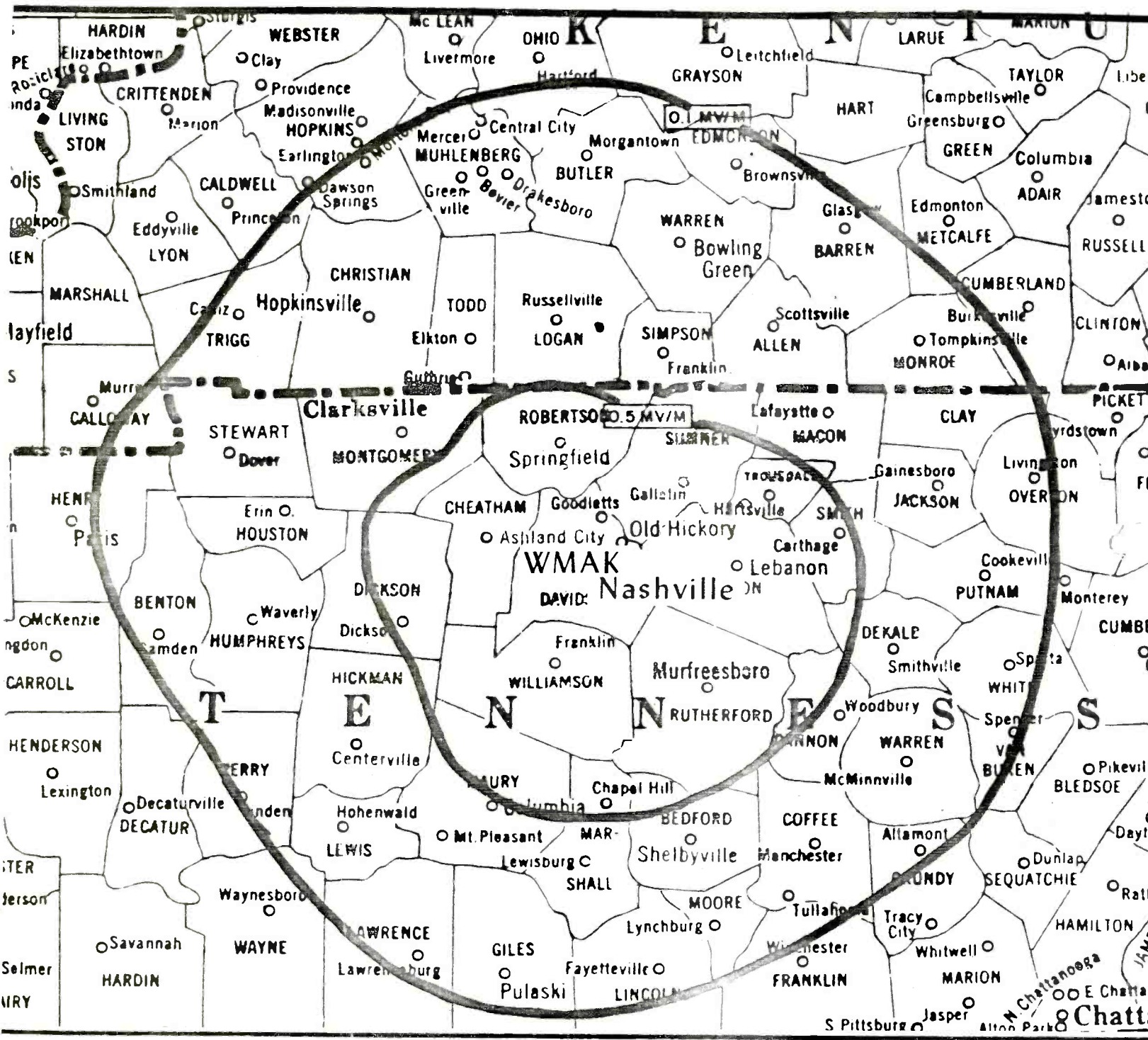
Serving the Heart of the TVA-Powered Industries

radio nashville

1300 KC

WMAK

5,000 WATTS DAY
5,000 WATTS NIGHT



**MUSIC
NEWS
CITIZENSHIP**

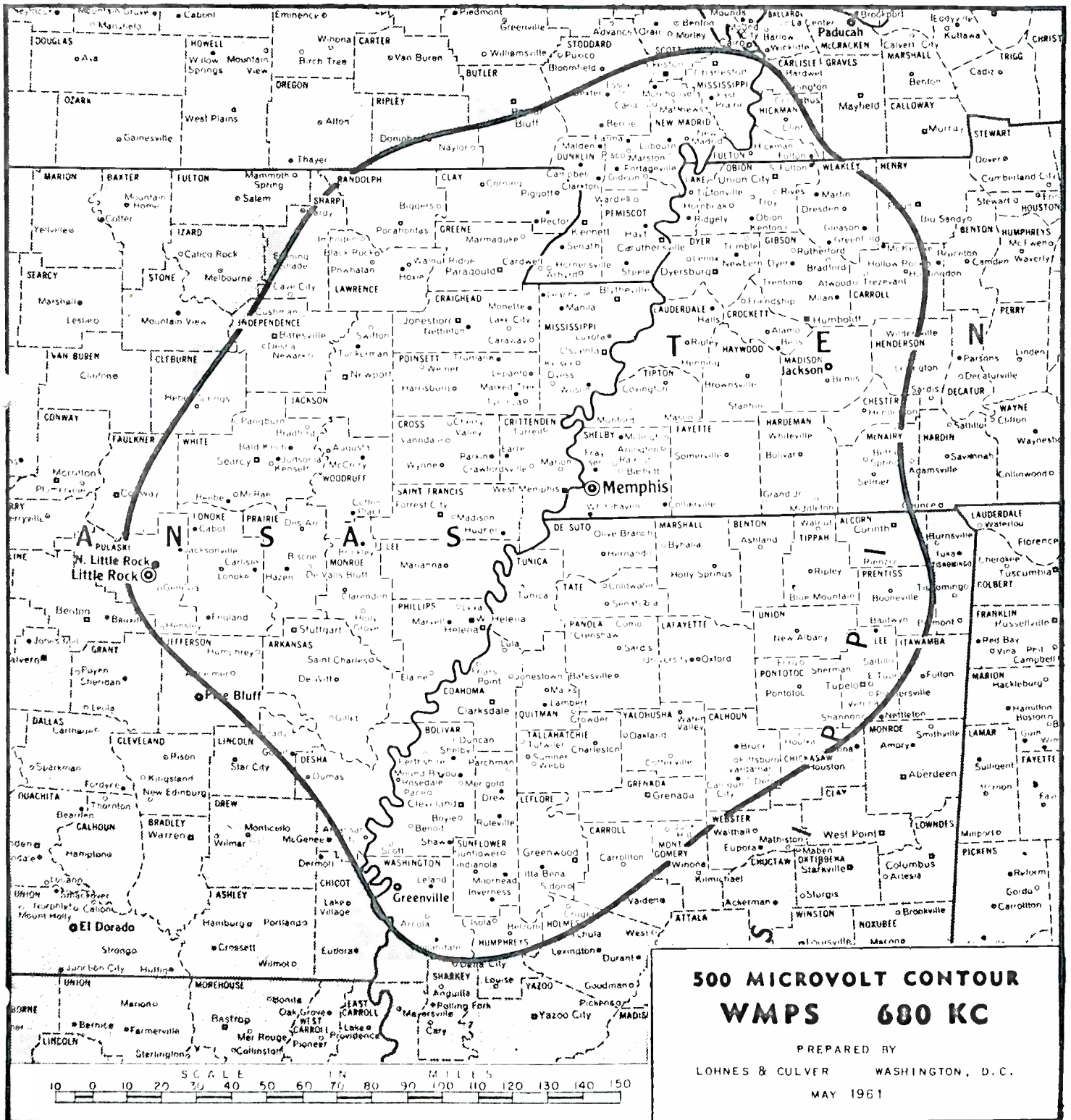
STATION WMAK NASHVILLE, TENNESSEE	SERIES C511107
	1300 KC 5000 WATTS
COVERAGE MAP	McINTOSH & INGLIS Consulting Radio Engineers Washington, D.C.

**Nashville's
24-Hour
Station**
SEVEN DAYS A WEEK

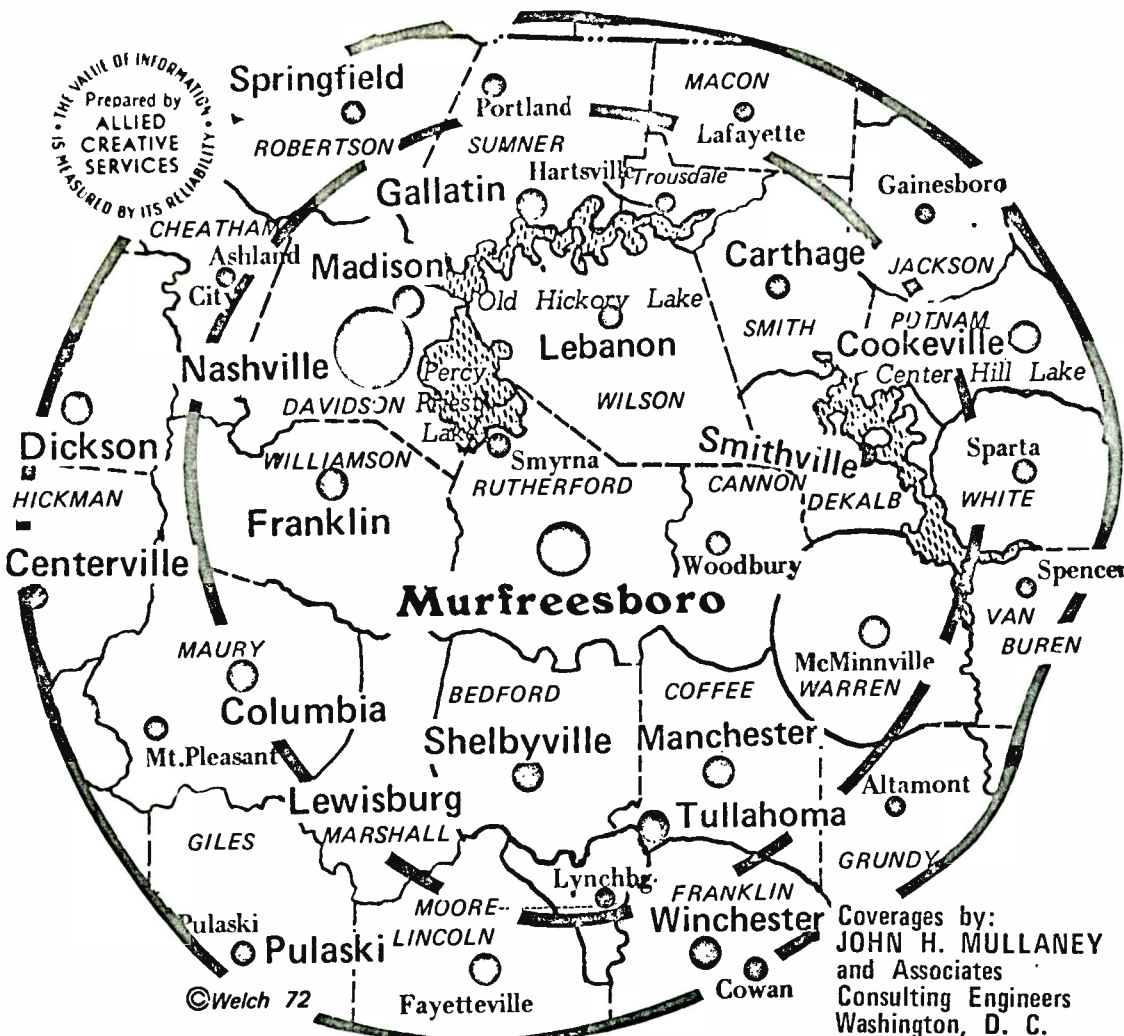
Radio Memphis

WMP S

A Broadcast Service of Plough, Inc.



Modern Country Radio for Middle Tennessee



Murfreesboro, Tennessee

MURFREESBORO . . . county seat of historic Rutherford County, which has a population exceeding 66,000 . . . is located in middle Tennessee, 30 miles southeast of Nashville. Served by US Highways 41, 241, 70S, State Highways 10, 96, 99. Airline service includes American and Eastern.

MURFREESBORO . . . with a city population exceeding 29,450 . . . has a total consumer spendable income exceeding \$103,586,000 and a per-household gross income averaging \$13,545, ranking 4th in Tennessee.

MAJOR INDUSTRIES include: Alton Box Board, Carnation Company, Chromolox, Cummings Sign Co., General Electric, International Paper, Olin Steel, Paramount Packaging, Samsonite Corporation, The Singer Co., State Farm Insurance, White Stag. The county also has plants producing hospital equipment, folding tables, and dairy products.

MIDDLE TENNESSEE STATE University, with an emphasis on teacher-training, is located at Murfreesboro . . . co-educational, 9,000 students including graduate school. (1911)

SMYRNA Air Force Base is now the site of a huge industrial complex in Rutherford County, including a large housing complex.

WMTS AM 810 . . . winner of the Country Music Association's 1st Place Award for promoting Country Music in 1969 and the Exceptional Award for 1970 . . . Middle Tennessee's most powerful "All Country Outlet" with live shows by many of Nashville's leading artists.

WMTS FM 96.3 . . . programs Country Gospel in the mornings - "Old Goldies," original recordings from the Big Band Era in the afternoons . . . and Swinging Country Music nighttime!



"double barrel radio"

810 khz
5000 Watts Days
96.3 mhz
3600 Watts FM

Owned and Operated by
HENDERSON BROADCASTING CORP.
Mary Reeves Davis, President
Tom Perryman,
Vice President & General Manager
Billie Perryman,
Secretary-Treasurer
Postal Box 860
Phone (615) 893-6611
Murfreesboro, Tennessee
37130



Member Station:
COUNTRY MUSIC ASSOCIATION
— for the Best
in Country Music!



	50 UV / FM COVERAGE	0.5 MV / AM COVERAGE*
Population	848,680	1,137,890
Households	258,210	327,190
Radio Homes	103,540	325,920
Private Autos	372,920	493,200
Farm Homes	21,920	54,230
Spendable Income	\$2,282,882,000	2,742,812,000
Total Retail Sales	\$1,583,448,000	1,835,093,000
Food Stores	\$ 322,228,000	402,552,000
Drug Stores	\$ 55,112,000	67,821,000
Department Stores	\$ 235,883,000	282,912,000
Apparel Shops	\$ 79,812,000	95,128,000
Homefurnishings	\$ 78,902,000	93,990,000
Auto Sales	\$ 324,555,950	396,291,000
Service Stations	\$ 133,293,000	184,912,000
Farm Income	\$ 157,882,000	282,017,000
Source: SRDS Consumer Data 1972.		

"Country-Sational Sounds with a Solid City Sell . . ."

WSLV

**1520 Radio
1000 Watts**

WSLV serves two states, four counties and Ardmore, Tennessee/Alabama, located on the Alabama/Tennessee stateline, L & N Railroad, and halfway between Nashville and Birmingham on Interstate 65, 21 miles from the Army's Redstone Arsenal and NASA's Marshall Space Flight Center; also 23 miles from the Carl T. Jones Jetport. This creates a strong farming and industrial economy.

ARDMORE, TENNESSEE/ALABAMA community environment includes a Country Club with clubhouse, swimming pool, tennis courts and a 9-hole golf course. Two Junior and four Universities and Colleges are located within 20 miles. Local industry consists of Ardmore Industries, International Wooden Container and Avalon Cheese Company.

"Music and News to Soothe the Blues" . . . with Total Programming . . .

MUSIC . . . WSLV provides music for all . . . Lively Balanced UP-TEMPO Format . . . Country and Western with Gospel Music at noon and on Sunday.

NEWS . . . 5 Minutes at "55" HEADLINES and WEATHER at "27", 15 Minute Newscast in the Tennessee Valley farm and home hour, the most informative community show in the South.

WEATHER . . . Complete Local, State and National reports.

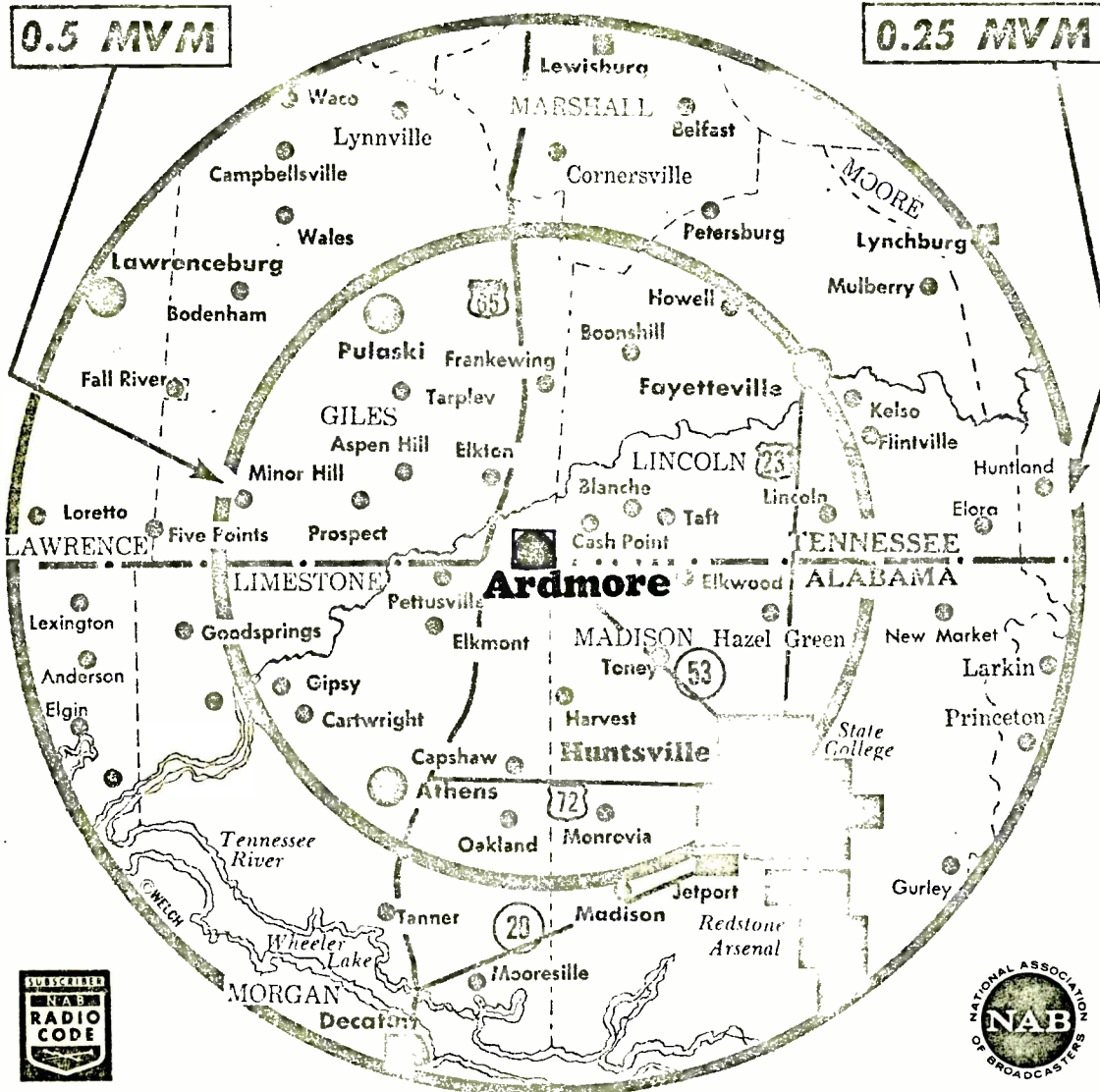
SPORTS . . . Roundups, Scores, Local coverage plus "Tennessee Vols Football Network."

FARM . . . Programs include University of Tennessee County Agents reports, plus Livestock, Tobacco, Grain, Cotton Markets.

VARIETY . . . Hospital reports, Community Bulletinboard, Five Local Area High School-Produced Programs per week, Swap-and-Shop, Varied Religious Programs.

Prepared & Copyrighted by:

RADIO Unlimited
Prescott, Arizona



"Complete Self-Contained Remote Broadcast Mobile Studio . . ."

Contours by:
DWIGHT CLEVELAND
Radio Engineer
Montgomery, Ala.

WSLV

Ardmore, Tennessee-Alabama

*"Wonderful
State Line Voice"*

**1520 Radio
1000 Watts**

Associated Press Full
Alabama and Tennessee
News Wire Service

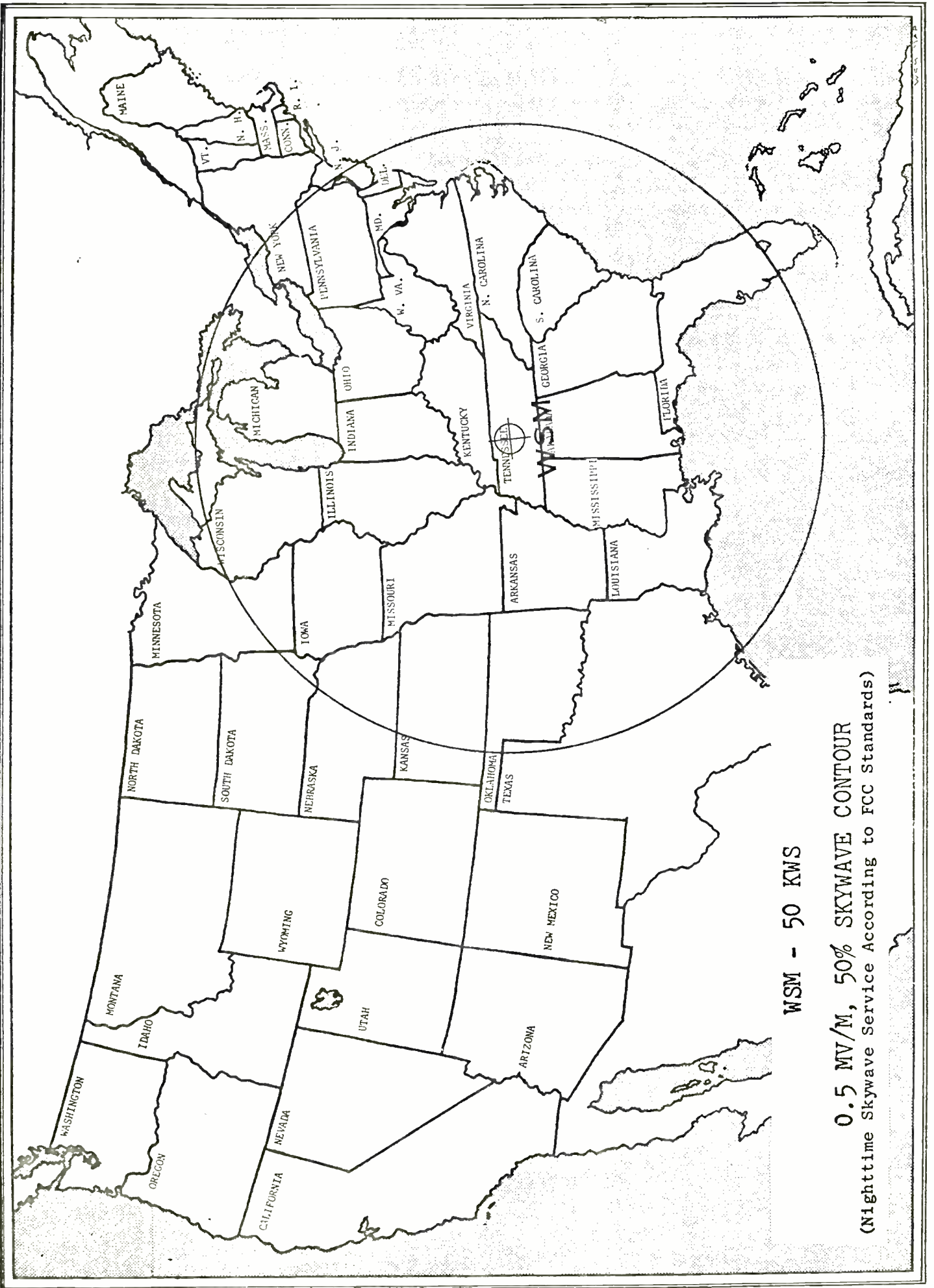
Stateline Broadcasting Co.
P. O. Box 96
Phone (615) 427-7785

**Ardmore,
Tennessee
38449**

Market Data:	0.5 MVM	0.25 MVM
	Coverage	Coverage
Population	84,900	363,000
Households	23,650	100,570
AM Radio Homes ..	23,170	93,560
Spendable Income ..	\$134,668,000	683,701,000
Retail Sales	\$115,871,000	506,257,000
Food Sales	\$ 26,908,000	121,910,000
Drug Sales	\$ 2,334,000	11,447,000
Gen'l Merchandise ..	\$ 8,192,000	54,787,000
Apparel Sales	\$ 5,815,000	27,787,000
Homefurnishings ..	\$ 6,034,000	29,383,000
Auto Sales	\$ 24,671,000	105,910,000
Service Stations ..	\$ 10,679,000	39,768,000
Auto Ownership	36,280	158,320
Farm Population	27,000	52,800
Farm Income	\$ 50,995,000	111,539,000

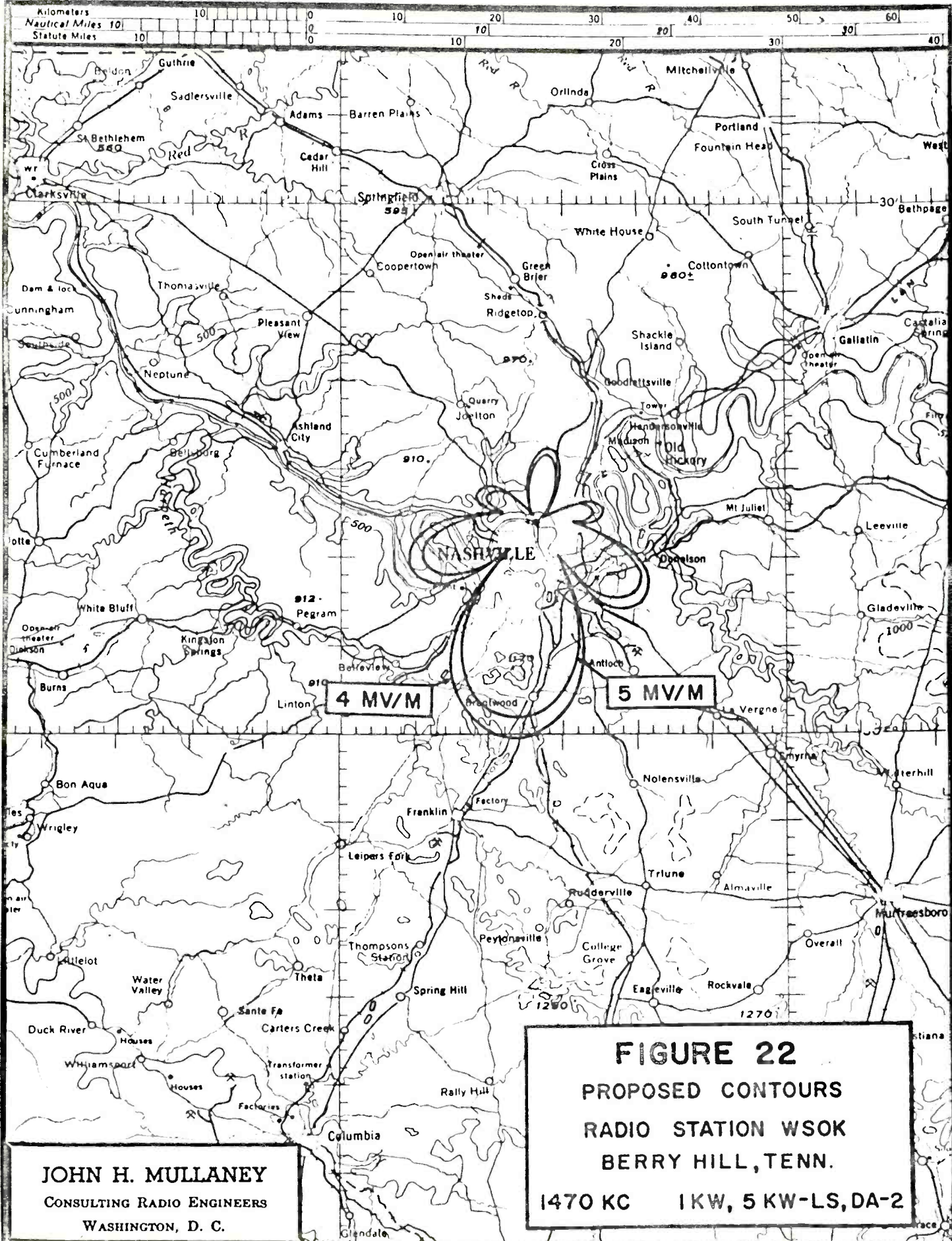
SOURCE: SRDS Consumer Data 1968.©





50,000 WATTS—CLEAR CHANNEL—650 kc

WSM





JOHN H. MULLANEY
 CONSULTING RADIO ENGINEER
 WASHINGTON, D. C.

FIGURE 20
 PROPOSED CONTOURS
 RADIO STATION WSOK
 BERRY HILL, TENNESSEE
 1470 KC 1KW, 5 KW-LS, DA-2

Athens, Tennessee — The Friendly City!

WYXI

Wixie in Dixie!

Athens, Tennessee

ATHENS, one of the industrial greats among small cities in the Tennessee River (TVA) Valley, has several nationally-known manufacturing firms: Athens Bed Co., Athens Hosiery Mills, Athens Plow Co., Athens Stove Works, Athens Table Co., Carver Manufacturing Co., Kenwil Manufacturing Co., Mayfield Dairy Farms, Plastics Industries, Ridge Textile Co., Styleline Sofa Co., Taylor Implement Co., Tru-Knit Textile Co., Van Raalte Co.

McMINN COUNTY has other industries including: (Englewood) Allied Hosiery Mills, Artcraft Industries. Dixie Hosiery Mills, Engleknot Hosiery Mills, Eureka Garment Co., Mountain Hosiery Mill, Reynolds Poultry Ranch, Smith Hosiery Mill; (Etowah) Blocksom & Co., Etowah Industries, Morgan Mfg. Co., Gregory Mfg. Co., Hiwassee Land Co., Lucky Furniture Co., Huber Ink Co., Sportswear Hosiery Co.; (Niota) Crescent Hosiery Mills, Dyco Chemicals Co., Niota Textile Co., Whitecliff Rug Mills; (Calhoun) Bowaters Southern Paper Corporation (over 1,300 employees).

AN EDUCATIONAL CENTER . . . Athens is the home of Tennessee Wesleyan College . . . and a new vocational-technical school. Tennessee Military Institute is located at Sweetwater; Hiwassee Junior College is at Madisonville; William Jennings Bryan College is in nearby Dayton.

ATHENS IS A RECREATIONAL CENTER . . . within 12 miles west, the beautiful Tennessee River; 18 miles northwest to famous Watts Bar Reservoir; 12 miles southeast to the wild Hiwassee River, scene of a Cinemascope movie in 1963.

WYXI . . . "Radio Athens" serves this area with the finest programming available . . . extensive local news coverage plus national and world news via Associated Press leased wire.



WYXI

The *bright* sound of
Athens, Tennessee

1390 KC
Daytime

500 WATTS
AP NEWS

The 3 J's Broadcasting Company
Phone (615) 745-1390

ATHENS, TENNESSEE 37303

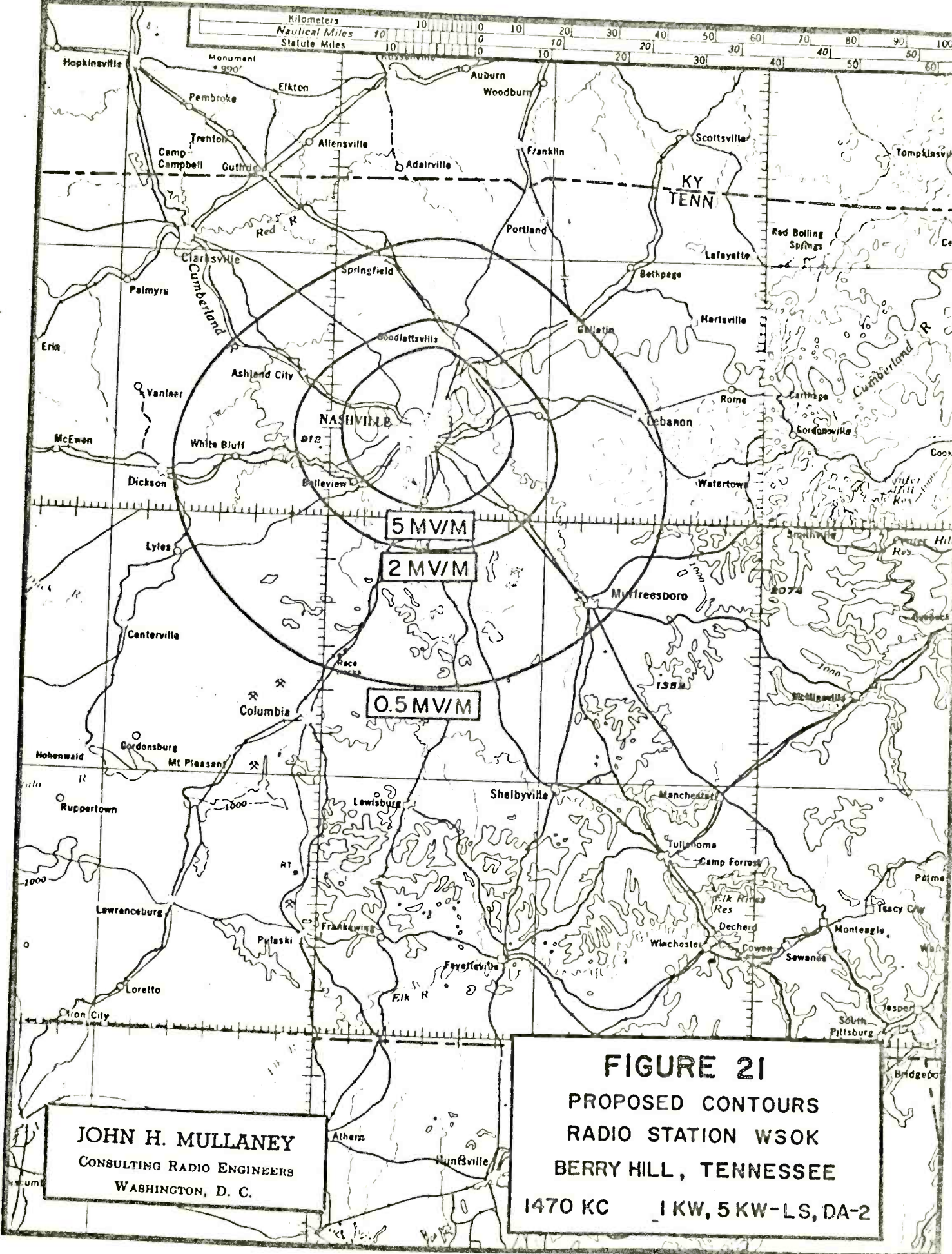
MEMBER
TENNESSEE ASSOCIATION
OF BROADCASTERS

Prepared by
MARKET
DATA
ASSOCIATES
THE VALUE OF INFORMATION • MEASURED BY ITS RELIABILITY

Market Data:		0.5 MVM Coverage
Population		62,700
Households		16,960
Radio Homes		16,070
Private Autos		21,150
Spendable Income	\$	98,693,000
RETAIL SALES:		
Food Stores	\$	16,926,000
Drug Stores	\$	1,976,000
Genl. Merchandise	\$	6,190,000
Apparel Stores	\$	3,312,000
Home Furnishings	\$	3,162,000
Auto Sales	\$	15,544,000
Service Stations	\$	7,420,000
TOTAL RETAIL SALES..	\$	77,984,000
FARM DATA:		
Farm Population		15,730
Gross Farm Income	\$	20,553,000
SOURCE: SRDS Consumer Data 1966.		

Contours Based on
FCC Approved Calculations

WV 01



WV01

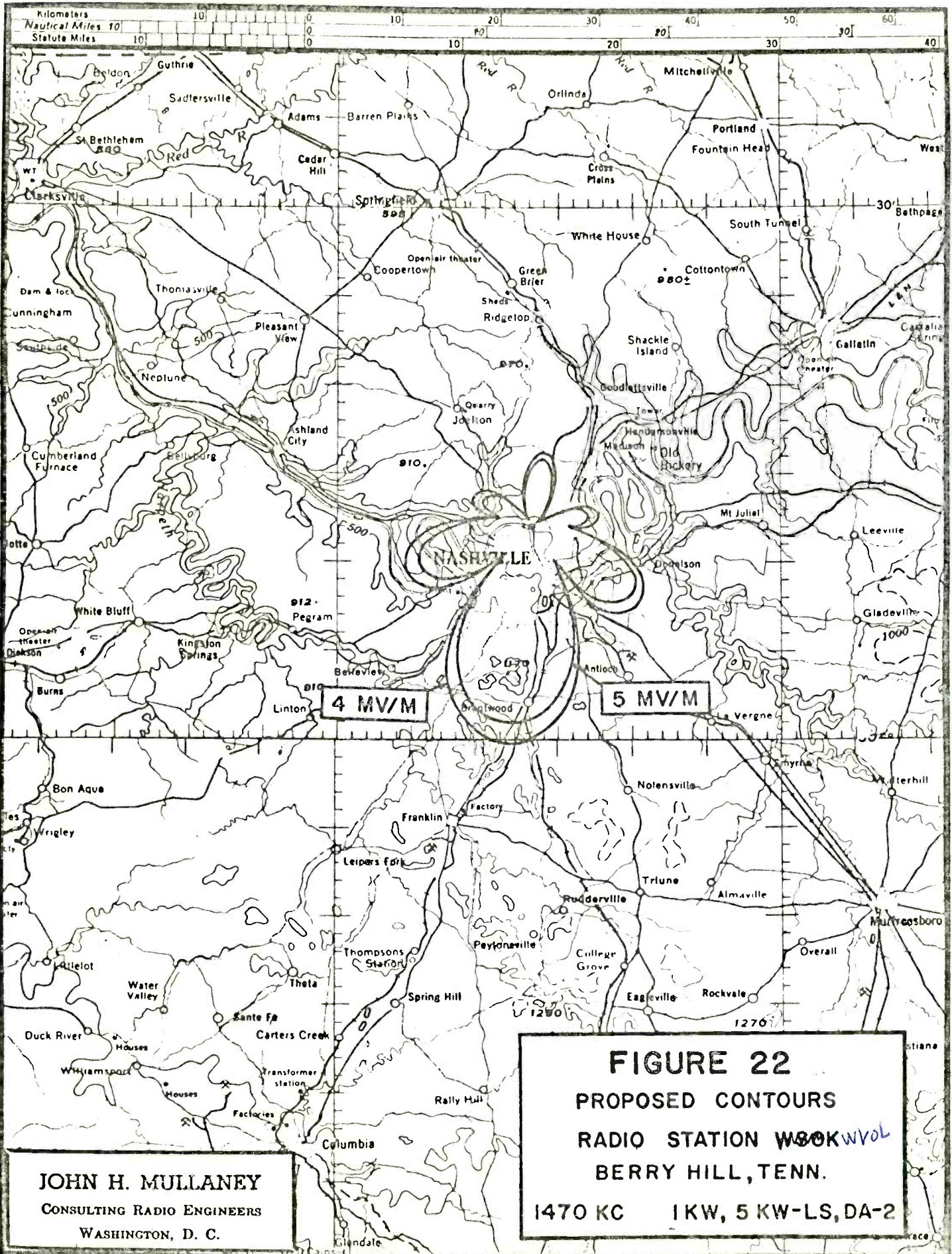


FIGURE 22
PROPOSED CONTOURS
RADIO STATION WOOKWV01
BERRY HILL, TENN.
1470 KC 1KW, 5 KW-LS, DA-2

JOHN H. MULLANEY
 CONSULTING RADIO ENGINEERS
 WASHINGTON, D. C.

